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INTERNATIONAL DEMOGRAPHICS

November 1984 Vol. 3, No. 11

Youth in Decline: European Teenagers 1975-2000

		1975	1980	1990	1995	2000
EASTERN EUROPE	*in thousands*	11,380	10,470	9,868	364	10,894
	percent of population	11%	9.5%	8.4%	8.7%	8.9%
NORTHERN EUROPE	*in thousands*	7,665	8,041	6,468	5,894	5,999
	percent of population	9.3%	9.7%	7.8%	7.1%	7.2%
SOUTHERN EUROPE	*in thousands*	13,492	13,966	12,950	12,304	12,352
	percent of population	10%	10%	8.8%	8.1%	8%
WESTERN EUROPE	*in thousands*	14,602	15,047	11,243	10,555	10,953
	percent of population	9.5%	9.8%	7.3%	6.8%	7%
EUROPE	*in thousands*	45,958	46,614	41,220	39,671	39,804
	percent of population	9.6%	9.6%	8.2%	7.8%	7.7%

Source: Demographic Indicators of Countries Estimates and Projections as Assessed in 1980, United Nations

Teenagers in Europe Decline

Between 1980 and 1990, marketers who target European teenagers will lose nearly 11 percent of their market just because fewer babies were born in the late 1960s and 1970s.

In 1980 there were nearly 46 million teenagers (for purposes of this article, people aged 12 to 17) in Europe. By 1990, there will be only 41.2 million and by the turn of the century, their numbers will have decreased to 29.8 million. While a reduction in the number of teenagers may have parents and some government officials heaving a sigh of relief, it is no small matter for firms that manufacture records, jeans, stereos, cosmetics, and other items targeted to this market. It could also create problems for firms that rely on teenagers as employees.

In fact, it is of such consequence that the European Society for Opinion and Marketing Research (ESOMAR) held a seminar this year solely on the subject of marketing to children and young consumers. A full report on the papers presented at that seminar follows on page 3 of this issue.

The general decline in European teenagers does not affect all sections of that region equally.

The most significant decline in the proportion of teenagers as a share of the total population will be in Western Europe where fertility rates declined earlier. Countries included in Western Europe are Austria, Belgium, France, West Germany, Luxembourg, Netherlands and Switzerland. The proportion of the total population of those countries that is aged 12 to 17 will decline from 9.8 percent in 1980 to just 6.8 percent

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by 1995. There were about 15 million teenagers in those countries combined in 1980. By 1995, there will be only about 10.5 million. In 2000 the number is expected to increase slightly to about 10.9 million.

The next largest decline is in Northern Europe which includes the countries of Denmark, Finland, Iceland, Ireland, Norway, Sweden, and the United Kingdom. The share of teenagers in those countries will decline by 2.5 percent this decade, from 8 million in 1980 to 6.4 million in 1990 and only 5.9 million by the year 2000.

Southern Europe including Albania, Greece, Italy, Malta, Portugal, Spain, and Yugoslavia faces a decline of about 2 percent in 12 to 17 year olds between 1980 and the end of the century. In 1980, those countries had a total of 13.4 million teenagers. By 2000 they will have only about 12 million.

Eastern Europe will be the least affected, but is, of course, the least open market for items teenagers buy and the place where teenagers have the least amount of discretionary income. Countries included are Bulgaria, Czechoslovakia, East Germany, Hungary, Poland, and Romania. In those countries, the teenage population will decline less than 1 percent from 9.5 percent of the population in 1980 to 8.9 percent of the population in 2000. While the proportion of teenagers will be less, the actual number will be higher, from 10.5 million in 1980 to 10.9 million in the year 2000.

At the same time that their numbers are declining, teenagers have more discretionary income of their own as well as more influence on family purchases, at least in middle and upper income families. Research worldwide shows that when women work outside the home, their teenage children become more involved in buying and preparing food for the family as well as doing other chores around the home such as yard work, babysitting younger siblings, housecleaning, laundry, and dishwashing, all of which puts them in a position to influence the purchases made to carry out these chores.

Increasingly, parents rely on their teenagers to help with decisions about high technology purchases such as a family computer or a video cassette recorder because they believe that their teenagers know more about these products from things they have learned at school or through their use of video games.

Editor's note: An article on how U.S. teenagers are changing as a market will be featured in the February 1985 issue of *American Demographics*. A single issue can be ordered from International Demographics, P.O. Box 68, Ithaca, NY 14851 for $5.00. •

Around the World

Growing Older In The Third World

Most developed countries have begun to voice concerns about the aging of their populations. They are examining the effects of aging on their social security and health care systems and trying to determine how to care for the elderly in a world that seems designed for the economically active.

But developing countries, too, have aging populations, as an article in a recent issue of *Populi* points out.

Rutgers professor Marsel A. Heisel writes, "Developing countries can anticipate a substantial increment in the numbers of people aged 60 and over by the end of the century and still higher rates of increase after that. But for most developing countries, the increase in the proportion of the aged will be moderate."

The United Nations 1982 projections, which were done after the results of many of the 1980 round of censuses were available, sheds new light on aging in developing countries.

"Between the years 1980 and 2000 the developed and developing regions of the world will add respectively 60.9 and 163.5 million persons aged 60 and over to their populations without any significant narrowing of the gap in their respective proportions: in the year 2000, the proportions of those aged 60 and over is expected to be 18.3 percent of the total population in more developed regions, and 7.4 percent in the less developed regions of the world. Between the years 2000 and 2020, the increment in the number of older people will be four times higher for developing than for developed regions," Heisel writes.

She points out that when a country has a low proportion of elderly, and a high fertility rate, there will be considerable growth in the number of aging people in the population.

At the same time that the proportion of people aged 60 and over in Kenya will remain at about 3 percent through the turn of the century, the number of people in that age group will more than double, from 508,000 in 1980 to a projected 1.1 million by 2000. The proportion of aged is projected to rise to only 3.2 percent of the population by 2010, but the number will have increased to about 1.8 million.

"Between 1980 and 2020, the number of those 60 and over is expected to quadruple in Brazil, Mexico, Nigeria, and Tanzania," Heisel notes.

As in most developed countries, the life expectancy gap is at work in developing countries. The majority of the elderly population in most of them will be women, many of them widows.

The *Populi* article discusses the implications for policy and development planners.

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West German Study Confirms Youth Retain Brand Loyalty

West German research into buying patterns and brand loyalty commissioned by a youth magazine at a 14-year interval across a range of products claims to have produced "a missing link" revealing strong brand loyalty carry-over from adolescence to adulthood.

Up to now it has not been clearly demonstrated that "adolescents — as the important consumers of tomorrow — set their standards for future consumption in their teens," according to Astrid Middelmann who reported the findings to a two-day seminar on marketing to children and young consumers. The seminar was held earlier this year by the European Society for Opinion and Marketing Research (ESOMAR).

Middelmann and Brigitte Melzer from Munich's IJF Institut fur Jugendforschung Markt-und Meinungsforschung GmbH (Institute for Youth Research) carried out the initial phase of their work in 1970 using more than 500 16-year-olds of both sexes. The second phase completed this year for *Bravo*, West Germany's largest-circulation teenage magazine, showed that 52 percent of this same group at age 30 "admitted being loyal to the brands they used in 1970, and more than a third of the sample — 38 percent — considered the same brands their main brands" 14 years later.

In all, 14 product areas from candy bars to beauty aids, comprising 145 brands, figured in the study. Sixty-nine percent reported loyalty to one brand of jeans throughout the 14-year period.

The researchers said their study, inspired in part by the 1979 United States study for *Seventeen Magazine* by Yankelovich, Skelly, & White, but using males as well as females and methodology appropriate to the West German market, contradicts shibboleths about youth as volatile, unstable, and non-consumer oriented.

Middelmann and Melzer concluded, "The answer is a definite yes to the crucial question: is it really worthwhile for a producer of branded products to start communicating on a long-term basis with young people?"

The researchers' "missing link" is a positive contribution in a vital market where resarch is prompted in part by growing concern over declining western birthrates. Some measure of the market's value can be gleaned from figures in three important child-and-youth-research countries: West Germany, France, and Great Britain.

For West Germany, the 1983 spending potential of 8 million 13-to-20-year-olds alone was estimated at about 30 billion DM, or more than $10 billion. In France the estimated value of the purchases of 8-to-16-year olds is 20 billion FF, or roughly $2.3 billion. In the British market, 8-to-16-year olds are estimated to spend about 2 billion pounds sterling or about $13 billion. United Kingdom researchers Cocks Williamson Associates Ltd. (CWA) recently concluded that 11-to-16-year-old Britons have the equivalent of $1.38 million annual disposable income. (Recent estimates for U.S. youth spending are between $30 and $40 billion a year.)

The U.S. is lagging behind Western European youth research in terms of researcher training and competence, as well as in the sophistication of its studies, according to David Cocks, seminar chairperson and chairman of CWA, a company that has worked with U.S. clients. He also told the approximately 50 delegates from at least 13 countries:

"The state of our art has really moved on since ESOMAR's first youth seminar in 1978. At that time, most of the papers were concerned with methodological problems — how to conduct interviews with children, and so forth."

The presentations at this seminar, he said, "show much greater consistency of approach, with more attention paid to lifestyle research in a social, cultural and market context. Just a few years ago the approach to youth marketing was rather oversimplified. . . . Now, we're coming of age," Cocks said.

A Study in Context

The Middelmann/Melzer research was one such study in context. The work took note of earlier studies which concluded that adolescents are independent consumers who also exercise an active influence on family consumer patterns. Their attitudes are being influenced by psychological and sociological changes.

continued on p. 8

Average Brand-Loyalty
n = 503

	Brand-use in 1970 as well as in 1984	*Main brand in 1970 and in 1984*
Chocolate in bars	64%	43%
Jeans	63%	49%
Pre-fabricated potato-products	62%	52%
Automobiles	62%	40%
Chocolate-/candy bars	62%	36%
Coffee	56%	43%
Frying fats/shortening/oil	54%	35%
Mail-order business	51%	37%
Hair grooming products	48%	29%
Oral hygiene	47%	37%
Eye make-up	42%	32%
Soap, deodorants	42%	25%
Detergents, softening agents	41%	28%
Non-alcoholic drinks	38%	42%

Advertising to young people is worthwhile, because they are not only the consumers of tomorrow, but also because they are obviously also true to a lot of products they used or preferred in their youth.

Source: B. Melzer and A. Middelmann from "Marketing to Children and Young Consumers," ESOMAR, Amsterdam, The Netherlands.

Country Profile
Spain

From the misty green mountains and clear blue fjords of the northern coastline to the sunny, sandy beaches in the south, Spain is a country that conjures up visions of an easier, more relaxed way of life. Many travelers succumb to the lure of Spain, making tourism one of the country's largest commercial endeavors. In recent years, tourism was responsible for approximately 20% of Spain's gross domestic product.

Visitors flock to Mallorca in the Balearic Islands, Tenerife in the Canaries, as well as the Costa del Sol (or Spanish Riviera, as it is often called) on the peninsula. Many even find their way to the Spanish cities of Ceuta and Melilla on the North African coast.

The outlying presidios combine with the Iberian mainland to make up the 194,885 square miles of Spain, making it about the size of Colorado and Wyoming combined.

Regions and Cities

The regional boundaries of Spain are a legacy of the ancient borders of medieval kingdoms. Naturally segmented by mountain ranges, the country is divided into six regions: Castille on the vast central plateau; the northwestern region of Galicia; the Basque Provinces in the northeast; Catalonia on the western end of the Mediterranean; Levante, a coastal region south of Catalonia; and Andalucia, the southernmost region.

Spain, once a mainly agrarian society, is shifting towards a more industrialized civilization. Concurrent with industrialization is a migration of workers from rural to urban areas.

Spain has an estimated 1984 population of 38,717,000, of which 77 percent reside in urban areas. Approximately 28 percent live in the three metropolitan cities of Madrid, Bilbao and Barcelona. Ten years ago, only 70 percent of the population lived in any urban area.

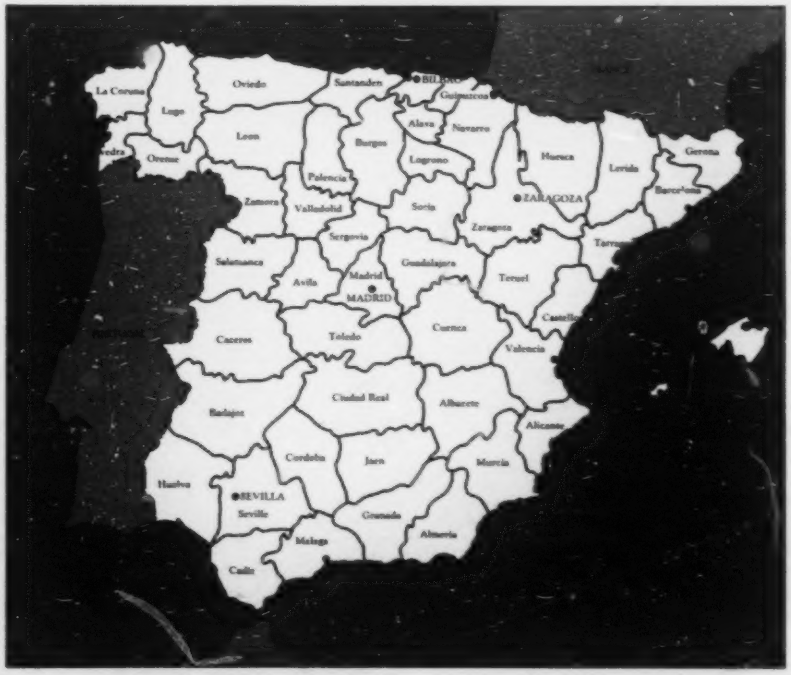
Spain's annual population growth rate currently stands at 0.5 percent, a marked decrease from the 1.05 percent average annual growth rate between 1960 and 1980. Compared with other major Western European countries, Spain is sparsely populated with an average of only 196 people per square mile.

Ethnicity and Religion

Although modern communications and transportation have served to mitigate the importance of the country's natural barriers, Spain's regions still retain remnants of their previous cultures. Traditional modes of dress, customs, speech patterns and, in some cases, languages survive within regions that were independent self-governed kingdoms in the past. Today, regional nationalism is still prevalent.

There are four major ethnic groups in Spain. The largest is Spanish, which accounts for 72.8 percent of the population and consists of Castilians, Valencians, Andalucians and Asturians. The Catalan make up 16.4 percent, Galician 8.2 percent, and Basque 2.3 percent of the population. The Gypsy population numbers approximately 200,000 and is a minority group that is not fully integrated into Spanish society. The Office of Gypsy Affairs was recently created to deal with the problem and improve the Gypsy situation. The remaining 0.3 percent consists mainly of native-born Gypsies, illegal Africans, expatriates from the United States and Britain, and displaced persons from Latin America, Indonesia, and Iran.

The Spanish parliament is considering legislation to alleviate the plight of illegal African immigrants



La Coruna
Lugo
Oviedo
Santander
BILBAO
Guipuzcoa
vedra
Orense
Leon
Alava
Navarro
Burgos
Logrono
Huesca
Lerida
Gerona
Palencia
Zamora
Valladolid
Soria
ZARAGOZA
Barcelona
Zaragoza
Tarra
Segovia
Salamanca
Guadalajara
Teruel
Avila
Madrid
MADRID
Cuenca
Castello
Caceres
Toledo
Valencia
Ciudad Real
Albacete
Badajoz
Alicante
Cordoba
Jaen
Murcia
Huelva
SEVILLA
Seville
Granada
Almeria
Malaga
Cadiz

• cities of 1,000,000 or more

and displaced political refugees. There are thousands of Africans and over 80,000 refugees in Spain, most without legal status or adequate means of support.

Castilian Spanish, the official language during the tenure of General Francisco Franco, is spoken by most of the citizens of Spain. Catalans speak their own language which is similar to the French Provencal or "langue d'oc."

Open practice of all religions is now permitted in Spain, and Roman Catholicism is no longer sanctioned as the official religion of the country. However, over 90 percent of the population report themselves as Roman Catholic although only about 35 percent attend church regularly.

Age Distribution

Spain has one of the youngest populations in Europe with 41 percent of the populace under age 24. Eleven percent are 65 years or older and the remaining 48 percent fall between the ages of 25 and 64.

Spain's birth and death rates are steadily declining. The birth and death rates, 19.4 and 8.2 per thousand respectively in 1974, declined to 13.0 and 7.0 in 1983.

A life expectancy of 73 years for both sexes is comparable to that found in the United Kingdom and only one year less than that in the United States. Life expectancy statistics by gender are 70 years for men and 76 years for women compared to the U.S. statistics of 70 and 78 respectively.

Households and Families

Families in Spain tend to be extended families compared to the nuclear families common in the United States. The average household often consists of three generations. An upper middle-aged man and wife may find that their roof shelters a widowed mother, an unmarried sister, themselves, and their children.

In the U.S., couples often begin their marriage on the proverbial shoestring. Young marrieds may move in with either set of parents for a brief time or, more often, rent a small, inexpensive apartment that is either sparsely stocked with cast-off or makeshift furnishings, or is rented furnished.

By contrast, Spanish couples normally do not marry until the breadwinner is sufficiently established in his profession to afford the purchase or long-term lease of living quarters. The house or apartment will be completely outfitted with all furnishings before the marriage occurs. Consequently, Spanish men often do not marry until they have reached their thirties.

Single-person households are a rarity in Spain. Daughters and sons normally live at home until they are married. Even if they are sufficiently employed to afford a separate apartment, they do not seem inclined to leave the family nest.

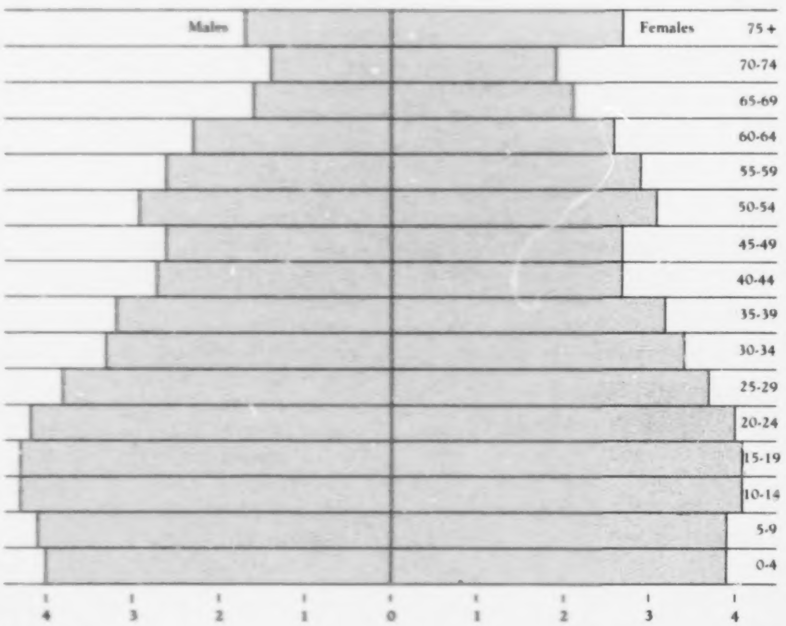
Daughters who do not marry are fated to spend their remaining years in the service of their family. They will remain with the parents, tending to parental wants and needs as long as the father lives. They then will join the family of a brother or sister, helping with the domestic chores of cooking, cleaning, washing, and childrearing.

Housing

By United States standards, Spanish dwellings are small. Although Spanish apartments and houses contain a

Population of Spain by Age and Sex: 1984

(in percent)



Age Group	*Total*	*Male*	*Female*
All Ages	38,717.0	18,988.7	19,728.3
0-4	3,067.7	1,565.6	1,502.1
5-9	3,075.6	1,568.6	1,507.0
10-14	3,266.2	1,671.8	1,594.4
15-19	3,255.3	1,665.9	1,589.4
20-24	3,185.8	1,626.2	1,559.6
25-29	2,909.8	1,470.3	1,439.5
30-34	2,616.0	1,295.6	1,320.4
35-39	2,458.1	1,230.0	1,228.1
40-44	2,092.8	1,030.5	1,062.3
45-49	2,067.0	1,008.7	1,058.3
50-54	2,326.0	1,134.7	1,191.3
55-59	2,127.5	1,023.5	1,104.0
60-64	1,874.4	881.6	992.8
65-69	1,439.5	631.4	808.1
70-74	1,268.8	539.1	729.7
75+	1,688.7	646.3	1,042.4

comparable quantity of rooms, the rooms themselves are undersized.

With rare exceptions, there are no wooden houses in Spain. The more elaborate buildings are constructed of brick. Farm dwellings are mostly built from stones that were cleared from tilled fields. The structures are usually erected using double walls of rough brick. Air space between the walls provides a simple form of insulation. Modern insulating methods are unknown.

The external structure is sprayed with a form of liquid stucco and then whitewashed. Roofs are flat and constructed of terra cotta tiles.

Spanish ceramic tiles are used to finish the walls of kitchens and bathrooms. The remaining rooms are normally stucco-sprayed and whitewashed although the extremely rich may opt for decorative tiles. Wood paneling does not exist. Floors are covered with ceramic or terra cotta tiles, marble (in elite homes), or a combination of ceramic tiles with marble chips.

Air conditioning is unheard of in private homes. Heating is supplied by fireplaces, small portable heaters, or cooking stoves. Large modern hotels and office buildings may be centrally heated although air conditioning is not nearly as common.

Literacy and Education

The literacy rate, defined by the number of adults age 15 or older who can read and write, has risen sharply in recent years from 87 percent in 1974 to 97 percent in 1981. The increase can be directly attributed to mandatory education for children under the age of 14 and the availability of continuing adult education courses.

Pre-school is available for children ages two through five where tuition is free and attendance is voluntary. Compulsory education begins with General Basic Education (EGB), encompasses ages 6 through 14, and is the equivalent of grades one through eight in the United States. EGB is free at public schools and available in many government-subsidized private schools.

After satisfactory completion of EGB, students may enroll in an academic program (BUP) or a vocational training program (FT). Attendance is voluntary and tuition is free at public schools. BUP graduates who wish to continue their studies will normally attend one year of college preparatory/orientation classes before entering a university.

The 32 institutions that make up the Spanish university system offer five-year programs in law, sciences, humanities, engineering, and architecture. Additional graduate studies through the doctorate level are available.

Spain's student population was 8,991,532 in 1981, of which 65 percent attended public schools or public universities. The remainder attended private schools (3,232,842) or private universities (19,449). Scholarships are available to qualified students at both public and private universities. Only 1 percent of university enrollment consists of students whose families are members of the working class.

Labor Force

Spain has the highest jobless rate in Western Europe. Statistics released by the government at the end of May indicate an unemployment rate of 20 percent in a work force of 13.2 million. Officials at Spain's Employment Ministry claim that these statistics are distorted and artificially high. Government economists estimate that a submerged (unreported and unregistered) economy is thriving and could account for as much as 10 percent of the gross domestic product. The government also estimates that as many as 60 percent of the 2.6 million unemployed are under the age of 26 and are seeking their first jobs.

> *"SPAIN HAS THE HIGHEST JOBLESS RATE IN WESTERN EUROPE."*

Spain's official 10.6 million employed workers is the lowest number in more than 30 years. The downward trend is expected to continue as the government continues its war on inflation and its modernization of heavy industry.

In 1978 the labor effort was divided as follows: manufacturing, 26 percent; agriculture, 20 percent; services, 40 percent; construction, 10 percent; other, 4 percent. By 1980, the agricultural labor force was only 14 percent of the total. Services had increased to 46 percent.

Minimun standards are set by the Ministry of Labor for wages, hours, social security, health and safety, holidays, vacation, personnel classification, and labor incentives. The legal national work week in Spain consists of 44 hours. Unless prior arrangements are made through the Ministry, the number of hours worked in a single day may not exceed 9.

Spanish law requires a paid annual vacation of 21 working days. Official holidays number approximately 18 per year and are dependent in part upon the number of local

Spanish Cities with Populations Over 100,000

Madrid	3,520,320
Barcelona	2,000,000
Valencia	713,026
Sevilla	560,000
Bilbao	450,000
Palma de Mallorca	450,000
Zaragoza	449,319
Malaga	402,000
Hospitalet de Llobregat	241,978
Valladolid	227,511
Cordoba	216,400
La Coruna	195,000
Granada	185,799
Jerez de la Frontera	182,000
Alicante	177,918
Badalona	162,888
Gijon	159,806
San Sebastin	159,557
Sabadell	148,223
Santander	143,100
Pamplona	137,400
Cadiz	135,748
Tarrasa	134,481
Oviedo	130,021
Salamanca	125,132
Burgos	118,366
Vigo	114,526
Cartagena	109,000
Almeria	104,008
Murcia	102,242

Source: Polk's World Bank Directory, International Edition, Mid-year 1983 Issue, R.L. Polk & Company, Publishers.
Reporting: Year-end 1982 and later information.

religious holidays. Election days are automatically paid non-working days.

AP/Wide World Photos

Labor unions in Spain are guaranteed the right to freely organize, negotiate, and strike. According to a recent report submitted by the U.S. Department of State, unions are neither officially harassed nor governmentally controlled. Although there are more than 1,000 trade unions, only 18 percent to 20 percent of the Spanish labor force is organized. The majority of workers remain unaffiliated.

The Economy

From 1965 to 1974 the Spanish economy achieved an unprecedented average annual growth rate of 7 percent, making it the second fastest growing industrialized country in the world. In the following years, real gross domestic product (GDP) declined, averaging only 0.7 percent from 1979 to 1982 and reaching its lowest point of 0.3 percent in 1981.

Recent trends show a definite recovery in the economy. Preliminary official reports estimate a real GDP growth of 2 percent to 2.5 percent for 1983. The government's economic goals for the next three years call for real GDP growth to average 3 percent per annum.

Governmental controls instituted by the socialist regime of Prime Minister Felipe Gonzalez Marquez produced an improvement in a number of economic indicators. The rate of inflation decreased by 2 percent. The loss of foreign exchange reserves decreased from $3.5 billion in 1982 to $350 million in 1983. Demand for domestic products rose modestly while exports increased sharply by an estimated 8 percent to 9 percent in real terms.

Although the total Spanish import market declined only slightly in 1983, the U.S. share of the market dropped to 11.4 percent from the previous year's share of 14 percent. The decline in U.S. market share is directly attributable to a strong dollar on international money markets.

The U.S. Department of Commerce has identified "best prospects" for future United States exports to Spain. Chemicals, computers and peripherals, industrial process control equipment, telecommunications equipment, food processing and packaging equipment, electronics production and test equipment, and electronics components are all expected to be growth areas for U.S. exports.

Women

Occupational barriers exist that restrict most women from meaningful employment in the Spanish work place. Women are often confined to secretarial or clerical labors, lower echelon educational positions, or domestic work. Women typically receive less pay than their male counterparts despite the Spanish law requiring equal pay for equal work.

Well-educated women from wealthy, aristocratic families are exceptions to the rule. Women who fall within this category are treated as respected members of the business community and may be found on boards of directors or in the parliament.

Male attitudes towards women in the work place are behind those in the United States. *Mujer en casa y la pata quebrada*, an idiomatic phrase oft stated by Spanish men, translates roughly as "A woman's place is in the home even if it takes a broken leg to keep her there."

Recognizing the inequality between the sexes, the government of Spain recently formed an agency designed to deal with the problem. The Women's Institute was created to fight discrimination against women and to promote women's rights within the country.

Sources of Information

The most detailed demographic statistics available for Spain are published in Spanish by the *Instituto Nacional de Estadistica*. Data can be obtained by contacting Consejo Superior de Estadistica, Paseo de la Castellana #183, Madrid; telephone 279-9300.

Limited information may be obtained from the Information Counselor, Senor Enrique Garcia Herraiz, at the Spanish Embassy. Address inquiries to: Information Department of the Embassy of Spain, 1400 Eye Street N.W., Washington, D.C. 20005; telephone (202) 898-1006.

The International Trade Administration of the U.S. Dept. of Commerce offers several useful publications. "Marketing in Spain" (OBR 79-03) and "Foreign Economics Trends" (FET 84-42) are available in single issues or by subscription. Contact the Superintendent of Documents, GPO, Washington, D.C. 20402; (202) 783-3238 for subscriptions or Publications Sales Branch, Room 1617, U.S. Dept. of Commerce, Washington, D.C. 20230 for single copies.

In 1985 the Foreign Commercial Service in Spain plans to work with the United States Travel and Tourism Agency to provide a USA Pavilion at FITUR, Spain's internationally famous tourism show. Interested parties may contact the FCS at either of the following addresses: Foreign Commercial Service, U.S. Embassy Madrid, APO NY 09285 or Foreign Commercial Service, U.S. Consulate General Barcelona, Box 5, APO NY 09285. •

—Linda Newcomb

Linda Newcomb is a freelance writer who lived and worked in Spain for six years.

NORWAY'S PIONEERING CHILD OMBUDSWOMAN

The European Commission in Brussels, which is lagging in its announced intention to promulgate regulations for the Common Market for marketing and advertising to children, could look to Norway for direction.

Two years ago the Scandinavian country established the world's first child "ombudsman" — who is a woman. Maalfrid Grude Flekkoy, whose official title is "Commissioner for Children," was the concluding speaker at the ESOMAR seminar on Marketing to Children and Young Consumers in June.

Flekkoy minced no words:

"Your concern," she told the delegates, "is what happens to your product; my concern is what happens to young children. Consumption is not for me, as it is for many of you, an end or an aim in its own right. What kind of consumer we should have and the scope and extent consumption should have is of more vital interest to me. . . . When there is a conflict of interests (between commerce and the child) — and, in a way, I hope there is — then we need to find a basis for discussion. If we're not aware of the conflict, then there can be no discussion. . . ."

Flekkoy, who lived in Washington during World War II and who later worked in psychiatrics in Philadelphia, said her Oslo office has handled nearly 1,600 cases — and about 3,500 requests for aid — since 1982. Most of them have dealt directly with children encountering difficulty at home, in school, and in other social situations. Norway's "ombudswoman" also advises the government in matters that could affect child welfare such as the pending legislation in her country to regulate video-film distribution to minors. •

Loyalty / *cont. from p. 3*

The researcher used a two-part methodology. At the first stage, the 503 respondents were aided in recall by listening to music from the early 1970s and by viewing photos and text related to important events from the time they were aged 16. Each respondent then completed at leisure a questionnaire on brand preference and use in 1970. At the second stage, an interviewing technique was used to chart 1984 use and preference. Among the findings:

— Brand loyalty was not limited to market leaders.

— Most recalled and preferred brands were advertised.

— Adolescents appreciate good food and expect producers to meet their quality and taste standards.

— Adolescents able to buy on family shopping trips are inclined to purchase what they think a parent should want.

— Brands mean "promises" of many kinds to youth — from a good ratio of quality, price, and usefulness, to appropriate advertising.

Middelmann and Melzer pointed out that brand loyalty was ingrained at a time of student revolt and other social unrest when it was fashionable to discard perceived authoritarian or establishment values. The two researchers conceded that further research is needed into more finite market influences on specific brands and the appeal of post-1970 brands over long-established ones, but they see no diminution in youth market brand loyalty.

A theme underlying several papers, including others from West Germany — and a topic of conversation outside the seminar room — was a widespread pessimism and skepticism about the future among Western European youth.

Psychographics

Manfred Schillinger, head of consumer research at Contest-Census GmbH in Frankfurt, said his preliminary research confirms the 1950s theory of sociologist David Riesman of an emerging "other-directedness" among West German youth.

Schillinger's work is reportedly the first in Germany to make use of the French-devised group dynamics technique known as Etude Psychologique, or EPSY, a largely non-verbal exchange between groups of 10 or 12 people during one or more fourteen-hour-a-day sessions. Analysis by an interdisciplinary team takes place after the sessions are completed.

For the Schillinger study, four groups were used: one each of male and female trade apprentices, and one each of male and female high school students. All respondents were between the ages of 16 and 18.

Schillinger says Riesman's other-directed typology surfaced in all groups throughout the work, characterized in general by reaction to exterior signals, behavior flexibility, and a willingness to adopt norms for group acceptance. Among the topics discussed, work produced the most agreement, but also the most alarm among the analysts. Respondents were pessimistic, skeptical, and fatalistic. Work's reward was seen as security rather than material gain, and it was generally assumed that most occupations are "boring and frustrating," according to Schillinger.

Such findings could mean that advertising to European youth should avoid showing them in work situations because they probably do not associate good feelings with the job site.

Banking on It

Other presentations on research showed that youth resent promotional approaches that co-opt their lifestyle trappings for commercial purposes.

For instance, Ulrike Hollmann of Munich's Hypo-Bank AG, explained why the bank had failed to attract new youth accounts when it used a "lifestyle" scheme.

A "youth counter" was set up, manned by a young teller dressed "unconventionally," Hollmann said. Street windows emblazoned with motorcycles, windsurfers, and other youth trappings announced the move. Yet, young clients preferred to wait in line at a "normal" teller's window. Some probing revealed that

WHAT MAKES JEAN-PAUL RUN?

A French researcher more well-placed than some to advise North Americans on French youth is Joel Yves Le Bigot, president of the Paris-based Institut de L'Enfant. Le Bigot, whose wife is American, has worked in the United States and with IBM.

"U.S. youth trends used to arrive in France at least a year after they were observed in America, but it doesn't seem to take that long now," observed Le Bigot.

If the child is not king in France, he's at least a prince, Le Bigot said. Pre-schooling starts at age 2 "and by age 18 French youth are nearly autonomous — despite the fact that more than half of them remain at home until they're age 25," he said.

French youth, in Le Bigot's view, are very health conscious — "but not with easy solutions like diet soft drinks." And the enormous success of fast-food chains in recent years? Le Bigot responds, "The French people are very practical; youth is no different. They appreciate the practical side of fast food."

Le Bigot's group annually publishes four analyses of France's under-25 market in the categories of 3 years and under, ages 4 to 7, ages 8 to 14, and ages 15 to 25. For more information write Institut de L'Enfant, 12, rue du Mont-Thabor, 75001 Paris, France. Telephone 260-3034. ●

youth felt the scheme was condescending to them when they wanted to be treated like adults.

(Like adults, most young West Germans have bank accounts. Only 6 percent of those between ages 14 and 19, and 2 percent of those between ages 20 and 29 do not have bank accounts.)

A more positive experience was reported from France by Armelle Le Bigot-Macaux of the child-study group Institut de l 'Enfant in Paris. The country's Credit Industrial et Commercial bank recently launched a special account and bank card for people between the ages of 13 and 18. A special advertising campaign was used. After just two months nearly 3,000 new accounts had been opened in the Paris area alone.

Le Bigot-Macaux, concentrating on the forms of goods distribution with which she said most French youth are familiar, said the mail-order catalog is a strong influence on children who participate in family buying decisions. She said "the involvement of children in buying food will probably increase with the development of women working outside the home and of single-parent families."

Using Fantasy

Skepticism has no place in the fantasy world. But advertising that successfully translates and communicates youthful fantasies without condescension can be an effective marketing tool. So concluded Marc Gilles, director of Marc Gilles et Associes of Paris.

Gilles' group penetrated the fantasy world by conducting 400 90-minute qualitative interviews with people aged 15 to 20 and 500 with the 16-to-25-year-old age group. A further 500 interviews in five European countries in connection with the launch of an American-blend French cigarette has also been undertaken.

Gilles' research among 15-to-25-year-olds found that product usefulness, cost, and durability have little influence on this age group's choice of brand. References to the "codes" of this market, on the other hand, are essential in advertising, according to Gilles. These can include "acidic" colors, fetishes, ritual makeup — even harsh, angular ad formats that mimics concert stage lighting and laser beams.

As an example, Gilles cited the highly successful, award winning subway campaign in Paris, and a number of advertising campaigns for jeans.

For years, the capital city's Metro had a stuffy image associated with older people. The ongoing campaign, consciously aimed at and using youth, has changed that and increased underground traffic at the same time, Gilles said. The campaign is built around the yellow-and-brown Metro ticket which, he adds, has become an "object symbol" to youth.

Jeans in the fantasy world are "a protective, coating shell" and appeals to French youth for this product tend to emphasize uncertainty and normal anxiety, but not skepticism or pessimism. Extravagance characterizes much of this advertising, about which Gilles warns:

"When acceptable extravagances do not exactly fit the code and explode in all directions without having built up . . . an agreed code from the beginning," credibility suffers.

A similar conclusion was drawn from research into how children use television advertising, the results of which were presented by Emer Rodnight and David Williams of Ogilvy & Mather, London.

O & M's exploratory study involved semi-structured interviews of about 90 minutes with 30 school children between the ages of 7 and 13. Adults from the fields of advertising, television, education, and psychology were also interviewed.

After desk research, two aims were to investigate child reactions to instructional campaigns such as street safety compared with straight commercial spots, and also to attempt to derive rules for producing children's commercials in each category.

The study concluded that no "push-button" formula could be devised for such commercials, but did develop evidence to show that "there is probably an even broader range of creative advertising possibilities for communicating to children about any given product or topic than is commonly supposed."

O & M found that "communications distortions (with children) are most likely to occur when significant symbols are applied superficially (and) are perceived to be inappropriate."

Adults varied in their ability to predict how the children would react to 16 stimulus spots, possibly be-

TICKET CHOC.
2ᵉ VOITURE. ELLE A LE TICKET.
Holiday Inn

Peter Inserra

cause of a child's "remarkable capacity to notice and remember detail, and to reinterpret material in terms of (his) own interests and preoccupations." This factor "makes it virtually essential to carry out qualitative communications research among target-market children prior to launching any new campaign," advised the researchers.

O & M determined that their child study group easily distinguished between commercials and programs and a majority preferred adult, mainly family-type programs to those aimed at children.

Children considered commercials "entertainment" when, among other qualities, they were brief, simple, direct, used visuals such as animals and bouncing babies, employed jingles and catch-phrases — and portrayed adults behaving foolishly or childishly. Commercials having adults or children "getting away with" certain forms of "forbidden behavior" were also riveting.

Children will resist instructional commercials when they feel manipulated, as other research has shown, by inappropriate use of cartoon characters or other symbols they know.

For instance, an anti-smoking commercial using Superman as spokesman was greeted negatively because the group perceived that the commercial makers assumed that all children liked the character. They saw it as manipulation. Conversely, a cartoon commercial that presented street safety as "smart and grown up" was well received.

Broad-Based Competition

Unlike recent findings on U.S. teenagers, Western Europe's teens are now more aware of "value of money." High unemployment and tight economies have affected teenagers' incomes along with everyone else's.

> *"CHILDREN WILL RESIST INSTRUCTIONAL COMMERCIALS WHEN THEY FEEL MANIPULATED BY INAPPROPRIATE USE OF CARTOON CHARACTERS OR OTHER SYMBOLS THEY KNOW."*

Anjala Ahluwalia, associate director of Cocks Williamson Associates of London, and Sarah Wilders, CWA senior executive, devoted their comments to the marketing implications of teenage development and lifestyle.

Product imagery and the status it conveys to the user are two of the factors that have enabled Pepsi-Cola to retain its second-ranked position in the United Kingdom despite heavy advertising and price-cutting by competitors.

Food and drink products aimed at the teenage market have to take into account palate changes that occur as adolescent hormones change.

As in U.S. markets, the two U.K. researchers have noticed that teenagers now have a greater ability to influence family purchases than they did a few years ago — especially when new technology is the object of the purchase. A CWA study showed that 38 percent of 11-to-13-year-olds wanted a home computer last Christmas and 42 percent of those aged 14 to 16 asked for a video recorder.

Ahluwalia and Wilders gave some parting advice: ". . . sensitive research is fundamental to an understanding of the dynamics and processes underlying market developments, which provides crucial insight as to whether a phenonomen is indeed a fad or a trend."

(Some widely-held views about affinity between children and computers were contradicted by research findings at the seminar. Yves Rickebusch and Bernard Masoliver of Paris's Institut Francais de Demoscopie, said they have found that adolescents don't "take naturally" to computers and that marketing strategies which aim for home sales through the young are flawed.)

Session chairman David Cocks said the ESOMAR seminar reinforced the notion that ". . . the consumer is king again. Key brand concentration is becoming ever more decisive in the marketplace. The teenager is growing up with a hard-nosed attitude and increasingly sophisticated lifestyle with more demand for quality. Producers have to, and I believe will, adapt to these changing conditions."

Papers from the seminar, "Marketing to Children and Young Consumers" are available in book form from ESOMAR, Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands. The price is 80 Swiss Francs. •

—Peter Inserra

Peter Inserra is International Demographics' *Paris correspondent.*

ATW / *cont. from p. 2*

ulation Activities (UNFPA), 220 East 42nd St., New York, NY 10017. An annual subscription is $14.00.

On-Line in Europe

A study of the medium-term prospects for the information industry in Europe has been completed by the European Information Providers' Association.

The study is intended for participants in the electronic information industry, those who supply the industry and the users of its services, and those companies and organizations that expect to invest in the business of data bases and other computer-based information.

Copies of the report, "Survey of the European Information Industry: Its Electronic Developments" are available to non-members for $2,200 from European Information Providers Association, 250 Kings Road, Chelsea, London SW3 5UE, England.

An 18-times-a-year newsletter on developments in the European on-line information service and data base industry is available from International Planning Information, Inc. *Infotecture Europe* covers official European Community policies, new entrants into the on-line information market, new data bases and services coming on-line, developments with Euronet and national networks, and lists of exhibitions, conferences, and meetings, among other items. For more information, contact International Planning Information, Inc., 164 Pecora Way, Portola Valley, CA 94025; telephone (415) 854-7306.

Going International

To help executives and their families who are assigned abroad, Going International has produced four training films which can be purchased or rented. The films focus on different areas — understanding cultural differences, doing business with foreigners, families living abroad, and returning to the United States when the overseas assignment is completed.

For more information on the films, contact producer Lennie Copeland, Going International, 3454 Sacramento St., San Francisco, CA 94118; telephone (415) 921-4410.

Entering or changing jobs in the international field can be a mystery. *International Employment Hotline*, a newsletter that lists job opportunities country-by-country, can help. Special topics such as overseas opportunities for scholars and educators, and careers in diplomacy are covered. Subscriptions are $26.00 a year. For more information, contact International Employment Hotline, Post Office Box 6170, McLean, VA 22106.

British Tune-Ups

A survey of 1,000 motorists in England found that over two-fifths prefer to service their own cars. Of survey respondents who said they would rather not service their own cars, half take their cars to a garage for service, according to a report from Runzheimer and Company, Inc. in its quarterly publication, *Runzheimer on Cars & Living Costs*.

Runzheimer also reports that the most recent import data jumps Japan ahead of all other importers of tires into the United States. Canada, which formerly held first place, has slipped to second, followed by South Korea. Brazil has jumped from tenth place to fourth.

Runzheimer and Company, Inc., is located at Runzheimer Park, Rochester, WI 53167.

ESOMAR Congress Seeks Speakers

For the first time ESOMAR is paying a small fee for papers accepted for the general session of its annual Congress, and in addition, it will give awards to three of the papers judged as best.

The 1985 Congress will be held in Weisbaden, September 1-5. The stated aim is to "review recent progress in widening the scope of market research and to assess what still remains to be done.

General sessions will cover these broad areas: research for corporate and strategic planning, new developments in data collection and data analysis, broadening the subjects of research, extending the geographical field for research, and the research environment. Smaller market/subject sessions will be held on International/multi-country research, East-West cooperation, energy, transportation and the environment, industrial marketing research, and marketing management information systems.

Synopses of papers for consideration must be submitted no later than Saturday, Nov. 24, 1984. For more detailed information on the Congress, how to submit papers, or to be added to the mailing list for Congress registration or exhibiting information, contact ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands.

Western European Markets

Twenty-one countries of Western Europe are included in a new International Trade Administration publication, "Growth Markets of the 1980s: Western Europe," which analyzes market opportunities in each country and includes a product-category index. Order for $1.50 from the U.S. Department of Commerce, Sales and Publications, Room 1617, Washington, DC 20230. •

Coming Next Month

The establishment of off-shore businesses on Cyprus is changing the marketing climate there.

The array of languages present in the African continent causes problems for companies trying to market their wares.

International Demographics' 1984 Cumulative Index will appear in the December issue — an invaluable research tool.

In future issues: detailed profiles on Malaysia, Rio de Janeiro, an update on changing population trends in Mexico, more profiles on marketing research firms with offices in the United States. •

Regions

Europe

England, Wales

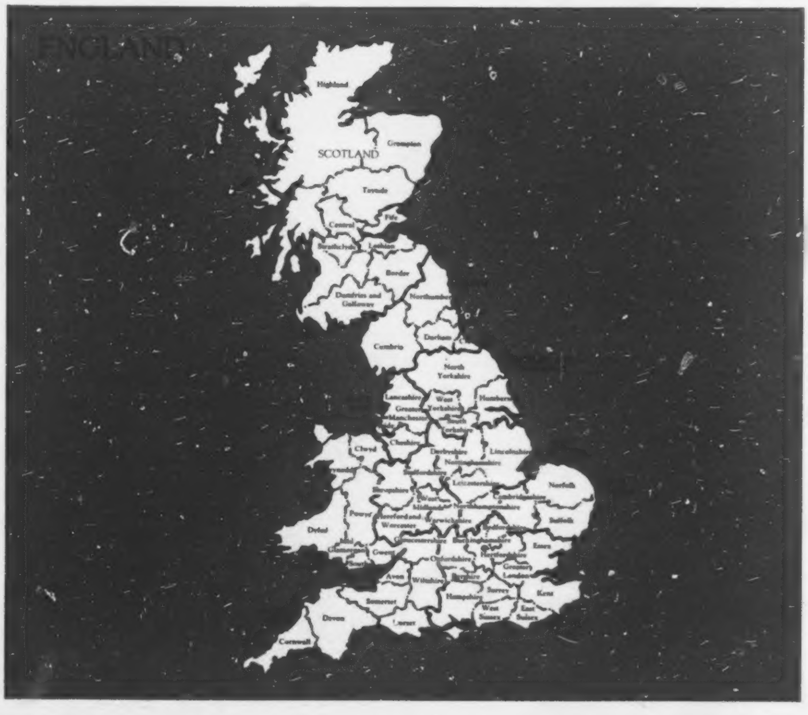
The Office of Population Censuses and Surveys' June, 1984 *Monitor* reports that the estimate of resident population for England and Wales on June 30, 1983 is 49,653,700 — only .04 percent higher than the 1981 estimate. However, population shifts within the country caused some changes in estimates for specific areas.

According to the *Monitor*, "Regionally, East Anglia showed the greatest growth — 1.6 percent — between 1981 and 1983, followed by the South West — 1 percent. The North and North West both experienced population declines of at least 0.5 percent. Within the South East Region the long-standing decline in Greater London's population, and particularly Inner London's continued up to mid-1983; for Inner London the decline was 1.6 percent" during the period. Wales lost about 0.2 percent of its population between 1981 and 1983.

Nonmetropolitan counties continued to gain population — about 0.5 percent more. Metropolitan counties decreased about 0.7 percent. Of the metropolitan counties, Merseyside lost the most population between 1981 and 1983 — 1.4 percent.

Some nonmetropolitan counties also lost population, but not significantly. West Glamorgan had the highest loss at 1.4 percent. Others with losses of 1 percent or less of their population include Cleveland County, Derbyshire, Humberside, Durham, Lancashire, Nottinghamshire, Staffordshire, Surrey, Gwent, and Mid Glamorgan. Gainers among nonmetropolitan counties were Berkshire and West Sussex (1.9 percent); Dorset and Suffolk (1.8 percent).

The same issue of the *Monitor* provides the latest estimates for local authorities and health authorities in England and Wales. Copies are available from Information Branch (Dept. M), Office of Population Censuses and Surveys, St Catherines House, 10 Kingsway, London WC2B 6JP.


ENGLAND
Highland
SCOTLAND
Grampian
Tayside
Fife
Central
Strathclyde
Lothian
Border
Dumfries and Galloway
Northumberland
Durham
Cumbria
North Yorkshire
Lancashire
Greater Manchester
West Yorkshire
Humberside
South Yorkshire
Cheshire
Clwyd
Derbyshire
Lincolnshire
Nottinghamshire
Staffordshire
Leicestershire
Shropshire
Norfolk
West Midlands
Cambridgeshire
Northamptonshire
Powys
Hereford and Worcester
Warwickshire
Suffolk
Dyfed
Gloucestershire
Buckinghamshire
Essex
Glamorgan
Gwent
Oxfordshire
Hertfordshire
Greater London
Avon
Wiltshire
Berkshire
Surrey
Kent
Somerset
Hampshire
West Sussex
East Sussex
Devon
Dorset
Cornwall

Scotland

The 1981 Scottish census counted 5 million people, 4.5 million of whom were born in Scotland.

Of the resident population, 6 percent were 4 years old or younger, 17 percent were ages 5 to 15; 14.9 percent were ages 16 to 24; 25.6 percent were ages 25 to 44. Scotland groups older men and women differently by age. Men aged 45 to 64 and women aged 45 to 59 made up 19.5 percent of the population. Men aged 65 plus and women aged 60 plus made up 16.8 percent of the population.

As in most developed countries, the younger groups are smaller than they were in 1971, while groups over age 16 are proportionally larger than they were in 1971.

Men and women have both gained in higher education. Thirteen percent of men over age 18 had some college, compared with only 8 percent in 1971. A slightly higher percentage of women — 13.6 percent — had some college, compared with 9.2 percent ten years before.

The percentage of men who work is decreasing while the percentage of married women who work is increasing. Only 90.5 percent of men aged 16 to 64 were economically active in 1981, compared with 93 percent in 1971. Among married women, aged 16 to 59, participation in the labor force has risen from 46 percent in 1971 to 57 percent in 1981. However, the participation rate for women who are not married has decreased, possibly because more younger women are in school longer. That rate went from 76.7 percent of women in 1971 to 71.5 percent of women in 1981.

Manufacturing and agriculture are losing employees while distribution, catering, and other services are gaining, much as in other industrialized countries. Ten years ago, 34.6 percent of the working population was employed in energy, water, and manufacturing. In 1981, only 27.3 percent worked in those areas. At the same time, employment went from 45.5 percent in distribution, catering, and other services to 53.4 percent in 1981.

The car has risen in popularity in Scotland as a means of traveling to work. In 1971, 28.5 percent of the working population said they went to their jobs by car. By 1981, that had risen to 44.7 percent. Walking and bus travel have both declined. About a third of the people in 1971 said they commuted by bus. By 1981, only a quarter did.

Homeownership has increased in Scotland from 29 percent in 1971 to 35 percent in 1981. There was a significant decrease in the number of housing units with no bath or shower, from 12 percent of units in 1971 to only 2 percent of units in 1981.

Scottish households still have, on average, less than one car. Nearly half of all homes have no car, and 40 percent have one car. Only 11 percent have two or more cars, but that is twice as many as ten years ago.

Household size has decreased only slightly, from 3 persons per household in 1971 to 2.8 people per household in 1981. About a quarter of the population lives alone. Fifteen percent of households with children have only one child. About 15 percent of children aged 16 and under have mothers who work full-time.

Detailed 1981 census information is available from Census Customer Services, GRO Scotiand, Ladywell House, Ladywell Road, Edinburgh EH 12 7TF.

Asia Pacific

Australia's Women

Australia's working women are much like those in other developed countries, according to a report from SRG Australia, called "Women: The Quiet Revolution."

The survey was conducted for J. Walter Thompson and involved 434 personal interviews with a random sample of women between the ages of 18 and 64 in Sydney and Melbourne.

Among other things, it found that two-thirds of working women are married, that 55 percent of married working women work full-time, that 54 percent of non-working women plan to rejoin the work force, that 50 percent of working women regard their jobs as a career, and that half of the working women have children under age 18.

Only 13 percent of women in the two cities fell into the "traditional housewife" category — married with children, and intending to stay at home.

More information about the survey is available from SRG International, Ltd., 80 East 11th St., New York, NY 10003.

Africa

South Africa

Marbles with an international twist may soon be the fad toy of the United States market.

South African children are trying out a Dutch toy — marble-like plastic-coated magnetic balls called Clickets — before the toy is launched into the U.S. market. Twenty million of the balls were sold in South Africa between January, when they were introduced, and August. A factory is being built in Ciskei — one of the black homelands — to make the toys for export. The American launch is expected to require 400 million balls. ●

Australian Women in the Labor Force: 1977-1982

(numbers in thousands)

MARRIED FEMALES

year	total employed	unemployed looking for full-time work	unemployed looking for part-time work	total unemployed	total labor force	not in labor force	civilian population aged 15 and over	unemployment rate (percent)	participation rate (percent)
1977	1,382.0	42.7	31.9	74.6	1,456.6	1,950.4	3,407.0	5.1	42.8
1978	1,356.5	49.8	34.1	83.9	1,440.4	1,958.7	3,399.1	5.8	42.4
1979	1,356.3	40.0	32.2	72.2	1,428.5	2,035.9	3,464.4	5.1	41.2
1980	1,394.7	39.5	34.1	73.6	1,468.2	1,992.9	3,461.1	5.0	42.4
1981	1,423.3	44.0	34.5	78.4	1,501.7	2,030,2	3,531.9	5.2	42.5
1982	1,432.1	47.3	36.6	83.9	1,515.9	2,055.2	3,571.2	5.5	42.4

ALL FEMALES

year	total employed	unemployed looking for full-time work	unemployed looking for part-time work	total unemployed	total labor force	not in labor force	civilian population aged 15 and over	unemployment rate (percent)	participation rate (percent)
1977	2,132.7	112.8	56.3	169.1	2.301.8	2,878.4	5,180.2	7.3	44.4
1978	2,135.3	136.8	49.3	186.2	2,321.4	2,964.5	5,285.9	8.0	43.9
1979	2,135.0	137.5	48.5	186.0	2,321.0	3,061.3	5,382.3	8.0	43.1
1980	2,256.6	141.6	52.1	193.7	2,450.3	3,027.2	5,477.5	7.9	44.7
1981	2,313.0	132.1	50.5	182.6	2,495.6	3,089.8	5,585.4	7.3	44.7
1982	2,337.9	152.8	57.2	210.0	2,547.9	3,152.0	5,699.9	8.2	44.7

Source: Yearbook Australia 1983 No. 67, *Australian Bureau of Statistics.*

Publications

World Tables, The Third Edition, Volume 1 — Economic Data; Volume 2 — Social Data, 1983, Baltimore: Johns Hopkins University Press, Volume 1, 608 pp., $50.00 hardcover, $25.00 paper; Volume 2, 192 pp., $25.00 hardcover, $12.50 paper. Two-volume set, $65.00 hardcover, $32.50 paper. Order from The World Bank Book Store, P.O. Box 37525, Washington, DC 20013.

This is the third edition of *World Tables* (the previous two were published in 1976 and 1980) which provides time series of economic variables for countries and country groups. Volume 1 shows basic and derived economic indicators covering population, national accounts, prices, balance of payments, external public debt, external trade, central government finances, and industrial statistics.

Volume 2 — *Social Data* — shows time series data covering demographic characteristics, health and nutrition, education, employment, income distribution, and consumption. The consumption variables include such items as energy consumption, passenger cars per thousand, and TV receivers per thousand. The latest data given are for 1981.

Census 1981, Key Statistics for Local Authorities, Great Britain, 1984, London: Office of Population Censuses and Surveys, 172 pp., 9.10 pounds. Order from Her Majesty's Stationery Office, 49 High Holborn, London WC1V 6HB, England or from Bernan Associates, 9730-E George Palmer Highway, Lanham, MD 20761.

This publication gives a selection of over 100 key census statistics for the 459 local government districts in Great Britain, the 54 counties of England and Wales, the 9 regions in Scotland and the 8 standard regions of England, as well as for the constituent countries of Great Britain. Tables include total population, age structure, country of birth, social class, higher education, economic activity by age and marital status, industry of employment, unemployment by age and sex, travel to work, availability of cars, number of households, household size, economically active adults, households with children, single-parent households, size of housing, and amenities.

Lives: Chinese Working Women, edited by Mary Sheridan and Janet W. Salaff, 1984, Bloomington, IN: Indiana University Press, 258 pp., $17.50 cloth, $8.95 paper. Order from Indiana University Press, Tenth and Morton Streets, Bloomington, IN 47405.

This book presents a series of portraits of working women in China, Taiwan, and Hong Kong. Using the life history method of research, nine authors explore the effects of social structures on individual women working in different settings and living under contrasting political regimes.

The volume is divided into three parts, by cultural area and time period. Part I describes the older generation who lived in China before 1949, profiling a nun, a peasant, and a stevedore. Part II introduces younger women of Taiwan and Hong Kong who are garment workers, electronics workers, and waitresses. Part III focuses on the lives of women involved in the revolution and reconstruction in China, ending with a view of China's modernization through the life of a pigsty keeper.

A chapter describing the life history method introduces the book as a whole, and each part begins with a chapter introducing the biographies that follow. Chapter 2 reviews Western literature on Chinese women and gives some historical background on women's roles; chapters 6 and 10 discuss other fieldwork methods used by the authors.

This book challenges old stereotypes and dramatizes the human factors in the processes of modernization and social change. For everyone who wishes to gain insight on the roles of Chinese women at work and in their families, as well as on the complex changes that have occurred during this century in China, Taiwan, and Hong Kong, this fascinating collection is essential reading.

State of the World 1984: A Worldwatch Institute Report on Progress Toward a Sustainable Society, by Lester R. Brown, William Chandler, Christopher Flavin, Sandra Postel, Linda Starke, and Edward Wolf, 1984, New York: W.W. Norton & Company, 252 pp., $15.95. Order from W.W. Norton & Company, Inc., 500 Fifth Avenue, New York, NY 10110.

This is the Worldwatch Institute's first progress report on the state of the global resource base — land, water, energy, and biological support systems. To be published annually, the report evaluates worldwide progress toward a sustainable society — one in which the economic and social structures are successfully adjusting to changes in the underlying natural resource base. "The intent is not merely to describe how things are," states project director Lester R. Brown, "but to indicate whether they are getting better or worse."

Focusing primarily on how changes in the worldwide resource base affect economic systems, chapters in the report analyze soil erosion and deforestation, population growth, dependence on oil, recycling of various materials, the economics of nuclear power, sources of renewable energy, the future of the automobile, food supplies, and economic policies and priorities.

This is a report designed for policymakers. It not only shows where gains have been made and where more effort is needed, but also provides a set of guidelines to evaluate policy options and budgetary priorities. Intensely practical, the report describes technological innovations that are helping create a sustainable society, clarifies global economic connections that policymakers often overlook, reviews the policies and programs of various nations, and surveys significant financial commitments made by governments and international development agencies. With a wealth of tables and figures, and a complex index, this is bound to be a useful sourcebook for anyone concerned about the future of our world's resources.

India's Demography: Essays on the Contemporary Population, edited by Tim Dyson and Nigel Crook, 1984, Atlantic Highlands, NJ: Humanities Press, Inc., 235 pp., $16.00. Order from Humanities Press, Inc., Atlantic Highlands, NJ 07716.

According to the 1981 census, India's population has doubled since its independence, and grown steadily at an annual rate of 2.2 percent since 1961. But these facts mask the complexity of change in India's fertility and mortality rates in the last 20 years, say editors Tim Dyson and Nigel Crook.

For one thing, "there are reasonable grounds for thinking that the country has experienced a reduction in its rate of population growth" rather than the steady growth reported by government sources, state the editors. They suspect that India's 1971 census coverage was especially poor, and therefore that the rate of population growth during the 1971-81 period was actually less than 2.2 percent. "India's population probably grew faster than 2.2 percent per annum during 1961-71, but slower than that figure during 1971-81," conclude Dyson and Crook in their provocative introduction.

Based on a conference on India's population held in December 1982 under the auspices of the British Society for Population Studies in Oxford, England, the papers in this volume deal with issues arising from India's 1981 census. Beginning with a general consideration of the levels and trends in all-India mortality and fertility, these essays cover regional sample surveys, health policy, family planning, and village-level demography. Designed to define the current state of knowledge about India's population and to suggest future research topics and policy changes, the book is of interest to demographers and developers alike.

Health Care in East Africa: Illness Behavior of the Eastern Oromo in Hararghe (Ethiopia), by W.F.L. Buschkens and L.J. Slikkerveer, 1982, Atlantic Highlands, NJ: Humanities Press, Inc., 142 pp., $12.50. Order from Humanities Press, Inc., Atlantic Highlands, NJ 07716.

According to The World Bank, 1.2 billion people in the Third World have no access to a modern public health facility. The shortage of medical facilities and personnel is especially severe in rural areas, where 75 percent of the population of developing nations is located, and where infectious and parasitic diseases are still prevalent. Even where modern health facilities exist, they are often underused by the people they are supposed to be serving.

Ethiopia, a developing nation with a generally poor state of health and low life expectancy, illustrates these health care problems. In their analysis of the health situation among the Eastern Oromo of Ethiopia, authors Buschkens and Slikkerveer studied how the members of this group view and make use of the traditional, transitional, and modern health care systems that are available. Focusing in particular on why the Eastern Oromo make so little use of the modern health services offered in rural clinics, the authors conclude that the substantial geographic, economic, and socio-cultural distances between the people and the providers of health services discourage full use of the modern health care system.

Besides suggesting topics for further study, Buschkens and Slikkerveer conclude with several practical recommendations: send mobile medical teams to villages at regular intervals to provide treatment and referrals to modern health facilities; bring down the cost of treatment and medicines and subsidize transportation of the seriously ill to hospitals; and train selected Eastern Oromos to replace the health workers from other ethnic groups now serving at the existing facilities. In addition, the authors recommend the establishment of local health advisory councils, improvement of village sanitation systems, and the inauguration of local health education programs.

While this book presents research on the health delivery problems of a specific ethnic group in Ethiopia, policy-makers and students of other developing areas of the world will surely find applications to their own health care situations.

Highlights: 1981 Census of Canada. Ottawa: Statistics Canada, 1984, 52 pp., $6.00. Order from Casual Sales Unit, Central Inquiries Service, Statistics Canada, Ottawa, Ontario K1A OT6. Make check payable to Receiver General for Canada.

This is a compendium of six articles that first appeared between June and December 1983 in the *Canadian Statistical Review*. Written by demographers and economists expert in the analysis of census data, it elaborates on selected data from the 1981 census.

The West European City: A Social Geography, by Paul White, 1984, New York, NY: Longman Inc., 269 pp., $13.50. Order from Longman Inc., 1560 Broadway, New York, NY 10036.

As the first survey of the urban social geography of Western Europe written in English, this book offers a detailed outline of the spatial structures of European urban societies and focuses on the specific problems of migrant segregation, inner-city renewal, and suburban expansion.

Beginning with an emphasis on the historical legacy of the West European city, the author compares the urban societies of Europe with those in the New World. He continues with chapters on housing and demography in the West European city, and an in-depth discussion of domestic, international, and intra-urban migration. The concluding chapters cover the social distribution and changes in Europe's cities today, treating such topics as social class and location, behavior in social space, city-center depopulation, urban renewal, gentrification, new town creation, and the expansion of working-class suburbs.

Prepared as a text for students of geography, urban studies, planning, and European studies, the book is a useful source for those interested in tapping into European urban markets. Index, maps, and tables are included. •

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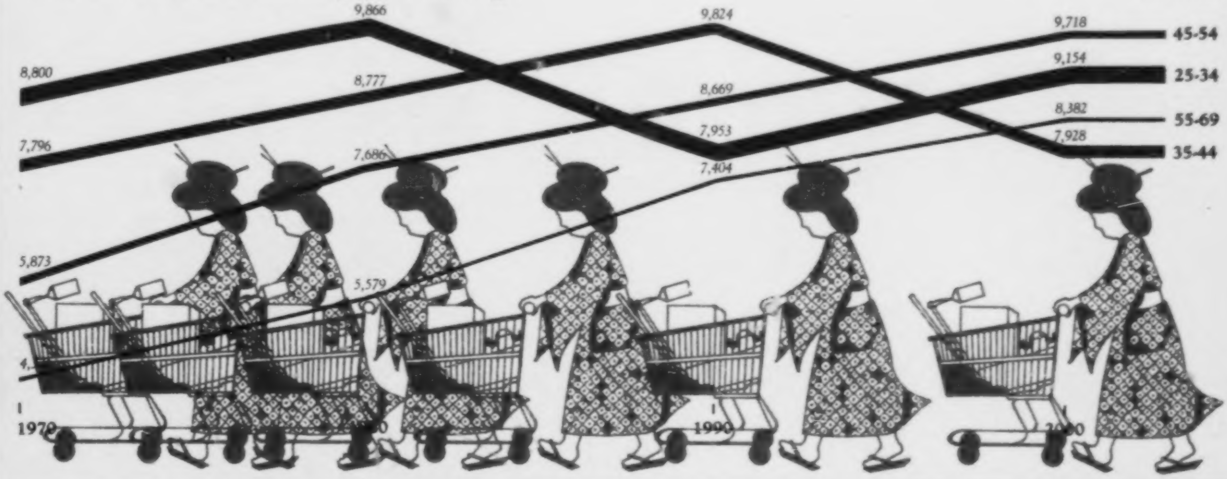
December 1984 Vol. 3, No. 12

INTERNATIONAL DEMOGRAPHICS

Women Consumers in Japan by Age



Japanese Women Buyers Like What They Find

Eighty percent of customers in Japanese department stores are women. Yet most purchases from U.S. suppliers have been made by men.

"Imagine," says Mrs. Ichiko Ishihara, executive managing director of Takashimaya Co., Ltd., a $2 billion-a-year, six-store group with 8,000 employees, "men bought women's intimate apparel and even kitchen ware. Yet in Japan, men never enter a kitchen. What can you expect?"

Mrs. Ishihara was in New York City leading a mission of 30 Japanese women executives. From Oct. 9 to 24, they searched five American cities — Chicago; New York; High Point, North Carolina; Atlanta; and Los Angeles — for new and unique housewares, furniture, and apparel to buy from the United States and sell in the Japanese market.

The mission was arranged by the Japanese External Trade Organization (JETRO) and could radically change the way the Japanese approach products made in the United States. The mission executives will appraise future women's missions to the United States on their return home.

The purpose of the mission, according to a JETRO spokesman, is to help correct the trade imbalance between the U.S. and Japan. JETRO says that without a firm effort to improve it, the imbalance will remain well into the 1990s. Mr. Mitsuaki Sato, the newly-named chief executive director of the New York City JETRO office, said the mission is part of the effort to overcome friction with the United States.

According to a sampling of the American manufacturers who met with the executives during an exhibit

continued

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in New York, there was one consistent difference between dealing with the women representatives and earlier dealings with Japanese men.

"The women buyers were decisive. They knew what they wanted, why they wanted what they selected, and they were ready to pay for their purchases on the spot," one exhibitor said.

In an interview, the women described what kinds of U.S. products they were seeking.

First, they sought to fill a gap in merchandise for a new trend occurring in Japan — the celebration of many additional occasions. Second, they were looking for items they would like as furnishings for their own homes, and for apparel they or their own children would enjoy. Third, they wanted the style and quality of items that the Japanese — a primarily middle-class population — will buy. And, fourth, they expressed a need for concepts that would help them merchandise the items they buy.

Gift Giving

The new trend is evident in gift giving. Occasions well-accepted by Americans such as birthdays and Valentine's Day are just beginning to be celebrated in Japan. But the selection of gifts for those occasions are limited.

The primary occasions for gifts in the past, one buyer said, were for the arrival of winter and summer, and 90 percent of the gifts were food. However, grade school children are increasingly exchanging birthday gifts, so lower priced gifts appropriate for a birthday are needed. Packaging for gifts — such as paper with a heart motif or children's gift wrap — is also marketable, the buyers said. Beyond the children's birthday gifts, gifts in a wide range of prices are needed.

Mrs. Atsuko Banno, leader of the women's and children's wear group, said her group saw metal boxes they liked because of their quality and design. She envisioned the metal boxes being sold full of babies' socks, for example. The designs that reflected the summer and winter seasons were fine, but more designs would also be welcome.

Clyde Brownstone, of Gift Box Corp. of America, said Mrs. Ishihara bought a selection of his paper boxes. She was particularly interested in boxes that telescoped in size, and ones that had a chart that would allow the user to place an object to be boxed on the chart and determine the appropriate box size. These items help to meet the Japanese concern with merchandising.

Posters and graphic arts are appealing for new homes, one buyer said. However, instead of the abstract art shown them, the women suggested that Japanese people would prefer representational art, especially scenery, of any geographic location. Nature scenes are favorites.

The women wanted stands to hold the posters. They liked the natural look for picture frames that they saw in New York — frames made of authentic weathered barn siding — according to Mr. Hiroyuki Wakabayashi, executive director of public affairs for JETRO in New York. He said they also liked the high quality, pastel shades, and simplicity of designs of plastic containers for use in bathrooms and kitchens.

Children's and Women's Apparel

Mrs. Banno, executive vice president of the 98 children's clothing shops of Familiar, Ltd. expressed disappointment that in New York the only manufacturer that displayed children's merchandise had items of inferior quality. She said these items would be unacceptable in Japan where high quality is of importance to retail customers. In clothing, the women said they would like to see real fur. The only items shown to them were of artificial fur.

Even secretaries do not wear artificial fur, the women said, but added that an acceptable compromise might be lamb's wool. Ten years ago the wives of successful Japanese executives would wear mink. Now, what matters is not necessarily mink, but rather fashion or convenience. Considered fashionable are short blouson jackets that look chic with casual pants. Fur-lined coats would also be practical and convenient, one buyer said.

For youths, they suggested longer, more casual coats, even if the young people already had one coat.

The trend toward single living that is occurring in the United States is also a Japanese trend, the buyers said. Now, about 80 percent of Japanese housewares and food markets are geared for use by families. Yet increasingly, single men and women are setting up households. Mrs. Yoshimi Ohno, group leader for the furniture and interior group, and a coordinator of furniture buying for Mitsukoshi Ltd., a 28-store chain that sells more than $2 billion a year, said she missed seeing the way this country's single working people live and eat.

Mrs. Ishihara agreed. "I would have loved to see how new and changing American diets are changing equipment Americans use," she said.

One reason the women were interested in seeing more of the American way of life is that Japanese retailers cannot merely present merchandise. They need to explain the use of items. Mrs. Ishihara said that retailers there need to educate Japanese consumers or they cannot continue to attract them.

Mrs. Ishihara particularly enjoyed the display techniques of Zabar's in New York while Mrs. Ohno was intrigued with the finesse of Macy's Cellar.

Mr. Sato said that most of the U.S. companies that have worked through JETRO to bring their merchandise to Japan have been large ones — "the size of General Motors" — but that his organization is interested in talking with and assisting small- and medium-sized firms as well.

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INTERNATIONAL DEMOGRAPHICS

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Language and Literacy in Africa

Editor's Note: *The following information on language and literacy is reprinted from* An Atlas of African Affairs *by Ieuan LL. Griffiths. This 200-page paperback book briefly summarizes environmental, historical, political, and economic information on Africa. Its maps are particularly well done. The chapters reprinted here with permission of Methuen & Co. Ltd. Order for $11.95 from Methuen, 733 Third Avenue, New York, NY 10017.*

Two thousand different languages have been identified in Africa, some localized, some dialects of a family of languages, others widely spoken regional languages of trade. The distribution of languages is complex with many areas of linguistic overlap and, at any one place "layers" of language, each fulfilling a particular purpose. African facility in handling languages is remarkable. The barely literate house-servant at Makerere would speak to her family in Ru Toro, to her neighbors in Luganda, to the traders in Swahili, to her employers in English, and, to her employers' amazement and near-monoglot embarrassment, to a visitor in fluent French, explaining that her former husband was Rwandaise.

The distribution of African languages bears no relationship to modern political boundaries and single language groups are often divided between two or more states. The peoples of Nigeria among them speak literally hundreds of different languages. The creation of national unity without a unifying language is difficult, and most states fall back on the former colonial language or an Africanized version of it.

Some states have a major local language as the official one. Swahili, the trading language of the East African Coast, is the official language of Tanzania although it is not the hearth language of most Tanzanians. In making Somali their official language, Somalia had to overcome the "little" problem of standardizing a written form of the language. Other countries use a local language officially alongside the former colonial language. For black South Africans, Afrikaans is the language of oppression and other African languages are the tools of the divide and rule homelands policy. Urban blacks demand to be educated in English and in 1976 were prepared to die for that in Soweto.

African languages are classified into five basic groups. The Khoisan languages of the San (Bushmen) and Khoi-Khoi (Hottentots) are limited

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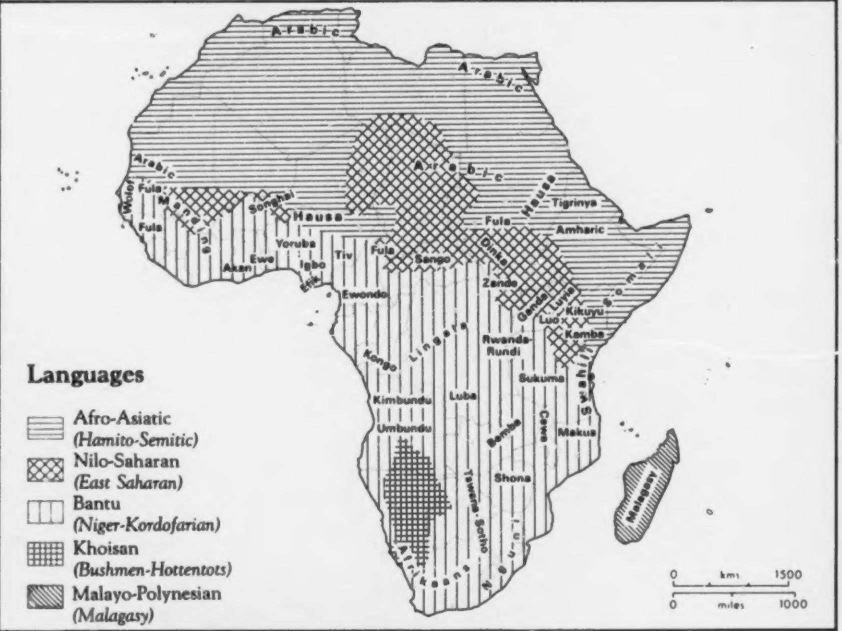
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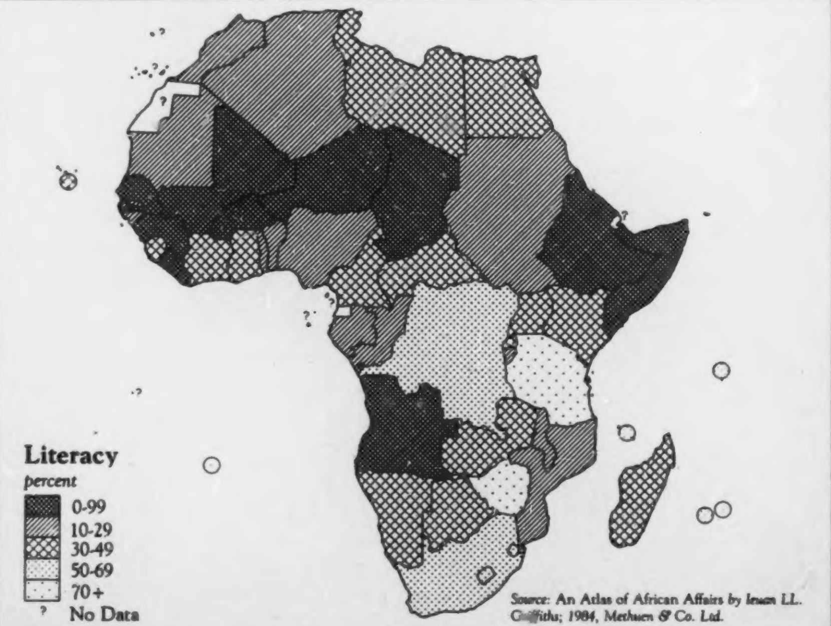
Literacy
percent
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10-29
30-49
50-69
70+
? No Data

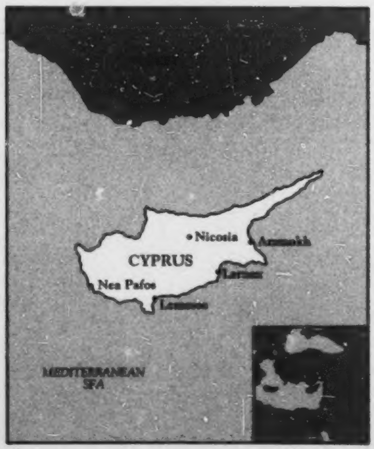
Source: An Atlas of African Affairs by Ieuan LL. Griffiths; 1984, Methuen & Co. Ltd.

Country Profile
Republic of Cyprus

"Caution, Danger: Road Slippery with Grape Juice" is a sign often seen in the Troodas Mountains of Cyprus. Although Cyprus is not often identified as a wine-producing country, grapes and wines are among its principal exports. In 1981, export of these products along with tobacco products were valued at $55 million, more than double their value in 1976.

More important recently is the establishment of Cyprus as an offshore business center. The U.S. Commerce Department reports that more than 2,000 firms have registered in Cyprus as offshore businesses and that the number is increasing at about 30 percent a year. The strains between the Greek and Turkish populations apparently have not discouraged the companies, which are primarily European (mostly from Great Britain, West Germany, and the Netherlands). Only about 20 percent are American-owned companies. Industries represented include investment services, trade, construction, engineering, real estate services, shipping, insurance, and consulting.

The presence of the offshore businesses is creating a better climate for suppliers of business products and services, hotels, restaurants, transportation, and other services, as well as some upscale consumer products.



Despite the presence of the offshore businesses, the Cyprus economy is growing at only about 1.2 percent a year. Inflation has slowed somewhat from its 13-percent level in 1980. The 7-percent growth rates of the 1960s have slowed since the Turkish invasion in 1974.

To understand the current population of Cyprus, it is necessary to understand the political situation as well. In 1974, members of the Cyprus National Guard staged a coup against their mainland Greek officers. The coup collapsed when the a second Turkish invasion resulted in Turkey's occupying 40 percent of Cyprus.

The consequences of the invasion were a geographically and ethnically divided country with almost no interaction. The cease-fire line prevents movement between Greek-and-Turkish Cypriot controlled areas, and the one legal crossing point in Nicosia is strictly guarded. The U.S. recognizes only the Greek Cypriot government of Cyprus in the south, and does not recognize the Turkish Federated State of Cyprus in the north.

Political turmoil following the 1974 invasion resulted in massive population displacement. The northern part of the island currently has about 150,000 residents, while the southern part has about 500,000 inhabitants. Most current demographic data are available only through the Government of Cyprus and are for Government-Controlled Areas only.

Population Growth

The population of Cyprus was estimated at 650,700 at the end of 1982, compared with 641,600 persons at the end of 1981. The 1.4 percent increase represented 8,886 more births than deaths, and only slightly positive net migration.

A Multi-Round Demographic Survey conducted in 1980-81 is the basis of the most current population data on Cyprus. The survey consisted of a 7-percent random sample of all households in Government-Controlled Areas, or the four districts in the south. No current statistics are available for the Turkish districts.

The last census of Cyprus was taken in 1976. Then the de jure population (people usually in residence) was 633,000. Previous censuses were taken sporadically. For example, prior to the one in 1973, there was one in 1960. The one before that was conducted in 1946. Population declined about 1 percent between 1973 and 1976, reflecting deaths and emigration due to the invasion.

The birth rate in Cyprus in mid-1982 was 22 births per 1,000 population, a slight increase from a steady decline since 1966. The death rate in 1982 was 8 deaths per 1,000 population. Low points for both birth and death rates were recorded in 1975 following the disruptions of the invasion.

In 1980, 1,700 people immigrated to Cyprus, but by 1982, the total had dropped to 390 people. Many of the immigrants apparently were Cypriots returning home from the United Kingdom, the traditional destination of Cypriot emigrants. In 1976, 5,600 people left the country, but by 1982, that figure had also dropped, to 204 people. Just over half of all emigrants moved to Australia.

The average annual rate of growth is 1.4 percent at current birth and death rates. The population will double in 50 years if current rates persist. Given such a small base population and low growth rate, the population is projected to equal only 700,000 by the year 2000 and only 800,000 by 2020.

Regions and Cities

Cyprus is composed of six districts, four of which are in the southern

Government-Controlled Areas (Nicosia, Limassol, Larnaca, and Paphos) and two of which are in the northern portion of the island controlled by Turkey (Kyrenia and Famagusta). Strict residential segregation is imposed in most areas and Turkish flags designate areas off-limits to Greek Cypriots. In Nicosia there is an invisible "green line" down the middle of the street which divides the Turkish and Greek sides.

The Government-Controlled Area was 57 percent urban in 1980. The largest cities are Nicosia, the capital, with about 230,000 persons, and Limassol, with about 125,000 persons. All urban areas in the four southern districts experienced net population gains from internal migration in the past few years. The towns of Paphos and Limassol had the highest number of immigrants, while their corresponding rural areas had the largest number of out-migrants. In addition to internal migration to the cities, 80 percent of immigrants from abroad settle in cities and towns.

Urbanization has been relatively slow because Cypriots do not move very often. In 1981, only 8 percent of the population moved from their prior residence. About 5 percent moved to another house in the same town or village, 2 percent moved to another town or village (but usually in the same district), and 1 percent came from abroad. This is not a good market for moving services.

Young single persons are most likely to move from the countryside to the city, while the elderly are the least likely to move. Movers are predominantly male and in the 20-to-29-year age group. Movers tend to be more highly educated than nonmovers; 65 percent of urban-to-urban movers have a secondary education or higher. This is similar to the United States where the best educated people are the most mobile.

Nearly one-third of the population of Cyprus was displaced in 1974. The districts of Kyrenia, Famagusta, and Nicosia were the most severely affected by these forced moves. The political displacement resulted in a large proportion of people making at least one move during their lifetimes. Nearly 60 percent of all persons aged 15 and over had made such a move by 1980. Those in urban areas have been most affected. Over 70 percent of urban residents have made at least one move compared with less than 40 percent of rural residents.

The three primary reasons survey respondents gave for moving were employment, getting married or engaged, and desire for a change of environment. Individuals moving between towns gave employment as the most frequent reason for moving, and movers to rural areas most often cited marriage or engagement.

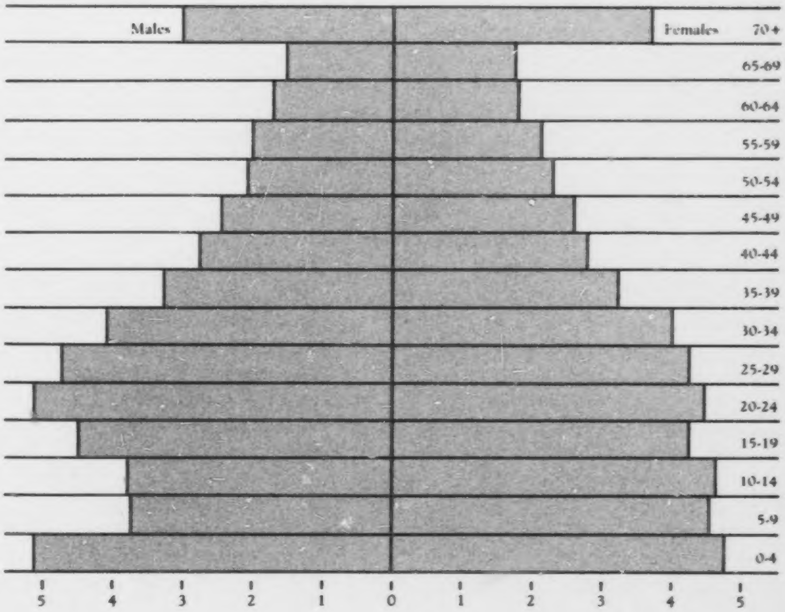
Ethnicity and Religion

About 80 percent of Cypriots are of Greek origin and 20 percent are of Turkish origin. Greek and Turkish are the principal languages. English is the standard second language for Cypriots of both ethnic groups due to the island's colonial status under Great Britain from 1878 to 1960. The majority of Cypriot business people are multilingual.

"Enosis" — union with Greece — is a concept perpetually debated among Cypriots. Some enjoy the independence gained in 1960, while others prefer the security of becoming part of Greece. Much of the cultural heritage is Greek and Greek holidays should be taken into account when planning business transactions.

Population of Cyprus by Age and Sex: 1982

(in percent)



Age	*Total*	*Males*	*Females*
All ages	645,500	323,700	321,800
0-4	64,200	33,200	31,000
5-9	47,100	24,200	22,900
10-14	48,100	24,600	23,500
15-19	56,300	29,100	27,200
20-24	65,500	33,500	32,000
25-29	57,900	30,400	27,500
30-34	52,100	26,400	25,700
35-39	42,400	21,500	20,900
40-44	35,900	17,700	18,200
45-49	32,500	15,900	16,600
50-54	28,900	13,700	15,200
55-59	27,100	13,100	14,000
60-64	22,900	11,100	11,800
65-69	21,500	9,900	11,600
70+	43,100	19,400	23,700

Source: Demographic Report, 1982, Department of Statistics and Research, Ministry of Finance, September 1983.

Percentage Distribution of Households by Size and Place of Residence in Cyprus: 1971 and 1980/1981

Size of House (No. of persons)	*Total*		*Urban*		*Rural*	
	1971	*1980/81*	*1971*	*1980/81*	*1971*	*1980/81*
All households	100.0	100.0	100.0	100.0	100.0	100.0
1	3.0	8.3	2.6	7.0	3.8	10.0
2	16.8	22.1	15.4	20.1	20.0	24.8
3	19.5	16.9	21.0	17.9	16.0	15.7
4	23.8	24.4	26.0	28.1	18.5	19.5
5	19.3	15.4	19.8	15.2	18.3	15.6
6	10.4	7.4	10.0	7.1	11.4	7.7
7	4.1	3.2	3.0	2.9	6.7	3.7
8 or more	3.1	2.3	2.2	1.7	5.3	3.0
Average size	4.0	3.65	4.0	3.68	4.1	3.62

Source: Multi-round Demographic Survey 1980/1981, Main Report (Preliminary Issue), Department of Statistics and Research, Ministry of Finance, July 1983.

Over three-quarters of Cypriots are Greek Orthodox and 19 percent are Moslem, reflecting the Greek-Turkish proportions in the total population. There are small numbers of Armenian-Gregorian, Roman Catholic, and Maronite worshippers. Due to the relocation plan, the majority of Moslems live in the two northern districts and the majority of Greek Orthodox live in the south.

Age Distribution

The population of Cyprus is aging gradually as fertility falls. About one-quarter of all Cypriots were under age 15 in 1981, compared with 29 percent in 1971.

Cyprus's age composition lies somewhere between those of developed and less developed nations. The U.S. has lower proportions in the younger ages and higher proportions in the older ages, whereas Turkey, for example, had 38 percent of its population under age 15 and only 4 percent aged 65 and older in 1981. The rural population in Cyprus is slightly older than the urban population. Twenty-six percent of rural residents were under age 15 in 1981 versus 25 percent of urban residents, and 12 percent of the rural population was aged 65 or over versus 8 percent of the urban population.

The dependency ratio (the number of people in their economically productive years — ages 15 to 64 — to the number not economically productive — under age 15 and aged 65 and over) for Cyprus is 53, compared with 73 for Turkey and over 100 for the countries of Jordan, Iraq, and Syria.

Expectation of life at birth in 1981 was 72 years for men and 76 years for women. The infant mortality rate was 18 deaths per 1,000 live births.

Households and Families

Mean household size in 1981 was 3.6 members. The definition of a household excludes students and persons who have been away for more than one year. There is little difference between mean household size in rural and urban areas, although urban areas have slightly larger households. This is different from most places where rural households are the larger of the two.

Households in Larnaca district are largest, with a mean size of 3.9 people, and those in Paphos are the smallest with a mean size of 3.5 people. There is little variation in average household size among towns, with averages ranging from 3.6 persons in Nicosia to 3.8 persons in Larnaca. There is somewhat more variation in rural areas, however. The range is from 3.3 persons per household in Limassol to 3.9 persons per household in the villages of Larnaca.

Average household size declined from 4.0 in 1971, primarily because of the growth in one-person households (from 3 percent of the total in 1971 to 8 percent of the total in 1981). Two-person households increased from 17 percent of the total to 22 percent. With the exception of four-person households, all larger households have declined as a proportion of the total. The shift in household size is attributed to a reduction in the number of young married couples moving in with their parents.

The great majority of households (73 percent) are nuclear families consisting of a married couple (or single parent) with unmarried children. Households composed of one nuclear family and other related persons were 18 percent of all households, while single persons were 8 percent and composite households (those with one or more unrelated members) were 1 percent of the total in 1981. One-person and nuclear households are more common in rural areas — again, different from most countries — and the proportions of extended and composite households are highest in urban areas.

Household size is also declining because of lower fertility. In the past 30 years, the mean number of children born to married women dropped from 4.5 children to 3.2 children. The total fertility rate is now 2.3 children per woman. There has also been a change in the timing of births. Women now have their children soon after marriage, whereas in the past, births were spread out over a woman's entire reproductive life.

Fertility is higher in rural than in urban areas. The mean number of children born to urban women in 1981 was 2.8 in urban areas and 3.7 in rural areas. The higher a woman's education, the lower her fertility. Women with a primary education averaged 3.4 children each while women with a secondary education averaged 1.9 children each. Working women averaged slightly fewer children than women who did not work outside the home.

Cypriot women prefer small families, according to surveys. Women under age 30 wanted an average completed family size of 2.4 children in 1981; women aged 30 to 40 wanted about 2.6 children; and women aged 40 to 49 wanted 3.1 children. Boys are the preferred sex. An old wedding tradition calls for rolling a small boy across a mattress in order to insure the birth of sons.

Housing data for the entire island are not available for 1981, but a rough estimate based on total population and average household size would put the current number at about 178,000 units.

The average number of rooms per unit was 5 in urban areas and 4 in rural areas. The overall average for the four southern Greek Cypriot districts was 4.4 rooms in 1981, identical to the 1971 figure.

Education

Education is compulsory and free for six years. As of 1981, 52 percent of the population aged 15 and over had attended primary school, 33 percent had attended at least one year of secondary school, and 7 percent had attended college. About 8 percent of the adult population had no formal schooling. The criterion for attainment is attendance for at least one year at a particular level.

As in most nations, younger persons are more highly educated than older persons. Among those aged 25 to 29, 48 percent had a secondary education and 14 percent had a college education. Few younger people have no schooling. At the older ages, the situation is reversed. Among persons aged 65 to 69, only 9 percent had a secondary education in 1981, and 24 percent had no formal schooling.

Men are also better educated than women. Nearly 50 percent of men over age 15 had a secondary or higher education in 1981, compared with one-third of women. Only 2 percent of adult men had never attended school versus 13 percent of adult women. These differences are diminishing as the population ages, however. Among persons aged 25 to 29, 51 percent of men and 45 percent of women had a secondary education; 16 percent of men and 11 percent of women had a college education.

Secondary schooling is divided into three programs: general classified science, commercial, and vocational. Sixty-one percent of secondary students attend science classes, 24 percent attend commercial classes, and 15 percent are enrolled in vocational instruction.

Nicosia has the most highly-educated population. Ten percent of the adult population there had a college education in 1981. Limassol ranked next with 7 percent of its population having a college education. Five percent of the Paphos population and 4 percent of Larnaca's population had some college training.

Social Class Distribution in the Republic of Cyprus

	Social Class	*Percent of males 20 years and over*
I.	Professionally qualified and high administrative	3.6
II.	Managerial and executive (with some responsibility for directing and initiating policy)	5.6
III.	Inspectional, supervisory, and other non-manual (higher grade)	5.3
IV.	Inspectional, supervisory, and other non-manual (lower grade)	12.6
V.	Routine grades of non-manual work, and skilled manual (if employers or self-employed)	31.4
VI.	Manual skilled and semi-skilled (employed)	33.5
VII.	Manual, routine	8.0

Source: Multi-round Demographic Survey 1980/1981, Main Report (Preliminary Issue), Department of Statistics and Research, Ministry of Finance, July 1983.

Labor Force

The 1980/81 Demographic Survey defined the economically active population as persons who worked for at least one hour during the week preceding the interview; the unemployed; and persons who had a job but were not working that week because of vacation or sick leave. Men in the National Guard are not considered part of the labor force.

The criterion of one hour of work per week is more liberal than past definitions of labor force activity. The 1976 census, for example, defined 14 hours as the minimum to qualify as economically active. This change makes historic comparisons impractical.

In 1981, 74 percent of men and 41 percent of women over age 15 were classified as economically active. If persons in the National Guard are included, the rate for men increases to 81 percent. Participation rates for women peak at ages 20 to 24 when 60 percent of women are in the labor force, and ages 40 to 44, when 53 percent of women work outside the home.

Participation rates for men are similar whether they live in urban or rural areas, but women are much less likely to work if they live in rural areas. Urban women aged 20 to 24 had a participation rate of 68 percent and the proportion declined steadily as age increased. Rural women aged 20 to 24, however, had only a 50-percent participation rate, with a decline afterward, and then an upswing to 64 percent between the ages of 45 and 49.

Female labor force participation is linked closely to marital status. Fifty-six percent of never-married women aged 15 to 64 were in the labor force, compared with 42 percent of married women and 51 percent of widowed, divorced, and separated women. Female employment is also highest among those with the highest education. About 41 percent of women with no schooling work, compared with 45 percent of those with primary or secondary education, and 71 percent of women with higher education.

Two categories — manufacturing and community, social and personal services — are the biggest employers, each employing about 20 percent of the labor force. Agriculture, forestry, and fishing is a close second, however, with 18 percent of the labor force. Wholesale and retail trade and construction each employ about 15 percent of the labor force. Construction employs about 22 percent of men and only 2 percent of women, while agriculture employs 28 percent of women and only 12 percent of men. About 27 percent of women and 17 percent of men are employed in manufacturing.

About 48 percent of all workers were employees in the private sector, 23 percent were self-employed, and 16 percent were employed by government or semi-government organizations. Seven percent were unpaid family workers and 5 percent were employers. Unpaid family workers are predominantly women, while the employers are primarily men.

Of those usually employed, 86 percent worked full-time, 9 percent part-time, and 5 percent "every now and then." Paphos has the lowest proportion of full-time workers — 77 percent — and the highest proportion of part-timers and occasional workers. Nicosia had the highest share of full-time workers — 91 percent.

Part-timers and occasional workers are usually women. The most frequently-cited reasons for not working full-time included housework and child care (32 percent of respondents), seasonal work (27 percent), and sickness or old age (18 percent). Women were most likely to cite housework and men most likely to cite health as the reason for not working full-time.

Income and Social Class

Per capita GNP in 1981 was $3,995 in U.S. dollars, down by about 5 percent from 1980's $4,219. Customary pay for overtime is time-and-a-half during the week and double time on holidays and weekends. Salaries are negotiated through collective bargaining with periodic cost of living adjustments.

The 1980/81 Demographic Survey reported a distribution of men aged 20 and over by social class. The main criterion used in establishing social class was occupation, but education and employment status were also considered. Persons without an occupation were counted as having a social class "not stated." The table, page 8, shows the status distribution of all men with occupations in 1981.

Classes I, II, and III combined account for 14.5 percent of all working men. These categories would be roughly similar to our white-collar occupations. Nearly one-third of the male labor force is in routine non-manual or skilled manual labor, and another third are in skilled and semi-skilled manual occupations.

The higher the social class of the individual, the more likely he is to have assistance with housework in the home. Seven percent of all households reported having some household help, but 42 percent of members of the professional class had help and 30 percent of managers and executives had help, compared with less than 3 percent of manual workers. Urban households were more likely than rural households to have household help: 11 percent versus 2 percent. The majority of household labor in urban areas was paid for, while the majority of help in rural areas was provided free by relatives.

Sources of Information

The 1980/81 Multi-Round Demographic Survey is available in English in a 544-page preliminary report (Series III, Report No. 3, Price: L5,000). Tables include information on marital status, education, household size and composition, employment, and social class, in addition to the standard data on births, deaths, and migration. Although the results are generalizable to the entire Government-Controlled Area of Cyprus, sample totals are not weighted to national totals as they are in United States surveys. The tables are best used, therefore, for computing proportions rather than for actual numbers.

> **"THE HIGHER THE SOCIAL CLASS OF THE INDIVIDUAL, THE MORE LIKELY THERE IS ASSISTANCE WITH HOUSEWORK IN THE HOME."**

Data for the entire nation, according to censuses conducted in 1976 and earlier, are available in the 1982 *Demographic Report* (Series II, No. 20, Price: L1,000.). This 166-page report also includes current (1975-1982) data on births, deaths, marriages, divorces, and migration.

Both reports are available from the Printing Office of the Republic of Cyprus, Nicosia, Cyprus. Titles and prices of other publications are listed on the back of these reports.

The country study of Cyprus conducted by the Foreign Areas Studies staff at American University was published in 1980. It can be ordered from the U.S. Government Printing Office, Stock No. 008-020-00831-1, for $11.00. •

—Daphne Spain

Africa / *cont. from p. 3*

to the Kalahari where those people have sought survival under pressure from stronger Bantu and European language groups. Limited to the island of Madagascar, the dialects of Malagasy are related to Indonesian. That stimulates speculation about Kon-Tiki-like migrations across the Indian Ocean on the westward-flowing equatorial currents. The Afro-Asiatic languages have a distribution in Africa similar to that of the Islamic religion. The major language is Arabic which dominates the North African states. Amharic is the official language of non-Islamic Ethiopia. The Bantu languages are the most widely distributed. They contain several individual families of languages such as the Nguni of southeastern Africa which includes Xhosa, Zulu, and Swazi. Some trading languages such as Fula are found at widely-separated locations, others like Lingala are spoken over a single vast area. Between the two largest groups the Nilo-Saharan languages are found mainly in a great arc from northern Chad to the southern Sudan, Uganda, and western Kenya.

The preservation of African languages is not yet a problem but with increasing mobility and communication it could become a cultural issue. More than 40 African languages are each spoken by more than 1 million people and they are vital to modern Africa. One of them, Wolof, demonstrates just that in fulfilling a major post-colonial task by helping to unite the peoples of Senegal and The Gambia despite their different colonial experiences.

Literacy

In July 1966 an impressive ceremony was held in Lusaka, Zambia to install the chancellor of the University of Zambia. In the course of a long speech, the chancellor, President Kaunda, publicly wept for the educational opportunities denied his and earlier generations in colonial times, and vowed that his government would do all it could to right past wrongs. Many of his audience, which included academics bearing fraternal greetings from universities all over the world, were embarrassed: some because he cried, others because he did have something to cry about. In Zambia at independence there had been just one state secondary school and one technical college: not at all a proud record of colonial educational achievement.

Education is not a panacea for all the ills of Africa. Indeed it can be argued that there has been an overreaction to lost opportunities of colonial times, and that many in Africa have caught what has been called the "diploma disease." Emphasis has been placed on academic rather than technical subjects and on acquiring qualifications which may be unrelated to jobs available. Employers, including governments, have entered into the spirit of things with gusto, making inappropriate qualification demands of job candidates. The system raises expectations which cannot be fulfilled, is geared to urban aspirations, and so contributes to problems of accelerating urbanization and serious qualitative rural depopulation.

But at the root of the educational problem literacy itself ought to be a fundamental human right. Not because it is a job qualification but because of its intrinsic value, its basic contribution to the quality of human life. In ten African countries in 1979, less than 10 percent of the population was literate. They included the four poor, Muslim, landlocked states of the Sahel and poor, Muslim, equally arid Somalia, all states where, among other factors, nomadic life contributed to educational problems. Ethiopia, Angola, and Somalia were ravaged by war and poverty. Guinea, Senegal, and Liberia were less readily explicable except that in Liberia the Americanized elite did not see the need to extend education to the masses.

The literacy problem in Africa is almost universal. Only ten territories have literacy rates above 50 percent. Tanzania and Zimbabwe alone have literacy rates above 70 percent. These statistics correlate well with statistics of newspaper circulation, so revealing interesting traditions arising from, and themselves encouraging, literacy.

Uganda and Ethiopia committed the least proportion of their gross national product (GNP) to education, at 1.5 percent and 2 percent respectively. In contrast, 13 African states spent more than 5 percent of GNP on education in 1979. Political upheaval and civil war are clearly not conducive to investment in education. But African states are not alone in giving lower priority to education than to guns.

Education in Africa is a problem not only in overall resource terms but also in terms of making education relevant to the needs of the people. Illiteracy must be conquered because only then can one think of turning out people with the practical skills necessary for running railways and mines, operating factories, and above all, improving agriculture. •

The Modern Employment Market in Selected African Countries

***Editor's Note:** The following is excerpted from a report on Jobs and Skills in the current issue of* Women at Work, *a publication of the International Labour Office in Geneva, Switzerland. Copies of the entire issue, which is subtitled, "Employment for Women (1975-85)," may be obtained for 12.50 Swiss francs by writing to ILO Publications, International Labour Office, CH-1211 Geneva 22, Switzerland.* International Demographics *continually offers information on women in the labor force because their paid employment has such a significant impact on both fertility rates and household income.*

In the area of employment it is in the modern sector that the structural imbalance between the sexes is most marked in African countries. In this sector the market functions according to specific rules whereby men predominate in jobs.

In an urban context of fierce competition in which training is a vital factor, the inferior schooling of girls and the traditional concept of women's role have not promoted the integration of women workers into the modern employment sector. Various recent surveys of employment and/or manpower in particular show that women still account for only a small proportion of workers in the private and semi-public sectors.

For example, women's private and semi-public employment is 4 percent in Togo, 4.6 percent in the Ivory Coast, 5.3 percent in Cameroon, 8.9 percent in Senegal, 10.2 percent in Madagascar and 12.7 percent in Benin. According to available data, it is in public service that women show a higher rate of participation: 11.5 percent of public workers in Cameroon are women, compared with 13.8 percent in Senegal, 19 percent in Madagascar, 19.1 percent in the Ivory Coast, 20.9 percent in Togo, and 21.2 percent in Benin.

While the proportion of women holding jobs is low, the percentage of women among employment seekers is around 20 percent in many countries (Madagascar, Ivory Coast, and Senegal are examples). The proportion of women among job applicants is in fact much higher than is shown by statistics because women make less use of employment offices and agencies. In this connection, the labour and migration survey carried out in Senegal in 1970 showed that only 1.6 percent of the employed female wage earners had obtained their job by application to employment offices.

Many factors now make it increasingly necessary for women to gain access to the employment market. As the number of girls with schooling grows, this group increasingly seeks paid or remunerative employment; as the general cultural level of the economically active female population rises, the work aspirations of this group alter; unemployment among male members of the family makes it necessary for women to contribute substantially to the household budget of the couple or the parents.

Mainly it is the deterioration of living conditions in rural areas and the irregularity of agricultural work because of seasonal factors that cause men and women to travel towards the urban employment market. All these factors adequately explain the rapid growth of employment demand. The manner in which the employment market operates may in fact be summed up by saying that it is simply a situation of supply and demand in which the opportunities are defined by the characteristics of the jobs held by women and of the recruiting enterprises. But that would be too simplistic. Economic and social reality is more complex than it appears. African countries now have a depressed economic situation: employment-generating investment is declining, the employment market is shrinking (less recruitment in the public sector, a decline in business activity and other economic and social factors) and hiring is becoming very selective.

There are three ways to classify the available jobs. In the first, an increasing proportion of very skilled and even highly skilled jobs are sought by women, making available jobs more competitive. At this level, the mechanism regulating the flow of school-leavers is fairly well controlled by the state, and in some countries, the assignment of women and men to jobs is channelled through administrative processes. Although still in small numbers, women are progressively making an appearance in such positions as lawyers, judges, teachers, doctors, and pharmacists and, to a lesser extent, in technical or management positions in private enterprises.

Second, women are now entering the employment market to perform work they hitherto carried out in the family setting, particularly in such industries as processing of fish products, packing and food processing, tobacco manufacture, and textile weaving and garment making. Women workers are sought in these industries because of their alleged agility and manual dexterity and because employment is often on a precarious basis (by the day or season). This is why in this particular sector there tends to be a preference for women workers, who are mainly illiterate, unskilled, and mostly nonunionized. These industries therefore offer low-paying jobs which many women in need of a cash income are compelled to accept.

> **"IN SUCH INDUSTRIES AS THE PROCESSING OF FISH PRODUCTS, PACKING AND FOOD PROCESSING, TOBACCO MANUFACTURE, AND TEXTILE WEAVING AND GARMENT MAKING, WOMEN WORKERS ARE PREFERRED. THEY ARE MAINLY ILLITERATE, UNSKILLED, AND MOSTLY NON-UNIONIZED."**

Third, there is some degree of concentration in the case of those workers who have completed the intermediate level of secondary education. This degree of training leads them into administrative and commercial employment (secretarial work, bookkeeping, typing, work in offices, banks, the civil service, etc.). This reflects the manner in which women are participating in the growth of the wage-earning population.

In addition to the scarcity of jobs, a further special difficulty arises for women in that the market forces show there is some reluctance to employ them, a reluctance justified by stressing the drawbacks of production interruptions and irregularity in women's work due to family responsibilities. Managers (both male and female) base their attitudes on the behavior of individuals as well as citing economic priorities. The state also argues in terms of outputs, but mainly stresses social needs of community or family.

Aside from the question of disparity between the sexes in the area of employment, all the information provided by statistics, as well as pragmatic factors, tends to indicate that work by women is seen as constituting a basic element of the employment market.

While they play a particularly vital role in the mechanisms of that market, women workers still receive only scant attention in most African countries. The quality of employment planning would be enhanced if more and better information on women were available. Women at present are swelling the ranks of the job hunters and therefore increasing the numbers of unemployed, but there is no reason why both men and women should not obtain employment. What is necessary is that account should be taken of them in policy-making to increase women's economic productivity which will ultimately lead to socioeconomic progress in African countries. •

—K. Akadiri
ILO Employment and Manpower Planning Branch

Japanese Women */ cont. from p. 2*

Japan Trade Centers in the United States are located at the following addresses: 1221 Avenue of the Americas, New York, NY 10020, telephone (212) 997-0400; 230 N. Michigan Avenue, Chicago, IL 60601, (312) 726-4390; 1221 McKinney Street, Houston, TX 77002, (713) 759-9595; 360 Post Street, San Francisco, CA 94108, (415) 392-1333; and 555 South Flower Street, Los Angeles, CA 90017, (213) 626-5700 •

— Jane K. Boorstein

Jane Boorstein is International Demographics' *New York correspondent.*

Publications

Fisherwomen on the Kerala Coast, by Leela Gulati, 1984, Geneva, Switzerland: International Labour Organization, 156 pp., 20 Swiss francs. Order from ILO Publications, International Labour Office, CH-1211 Geneva 22, Switzerland.

This monograph examines the demographic and socioeconomic outcomes of a fisheries development project in the state of Kerala, India. The project, a joint Norwegian-Indian endeavor, was begun over 30 years ago with the introduction of mechanized boats and improved gear to modernize fishing, and the use of ice to improve the preservation of the fish. Improved health facilities and sanitation were also introduced.

The project was successful in meeting its objectives — productivity increased, income levels rose, and mortality rates fell. This book focuses on the project's social and economic impact on three villages, and in particular, on the women of those villages. In order to present a complete picture of the changing situation of women and families over the past 30 years, the author combines a case study approach — giving detailed biographical sketches of ten women and their households — with macro survey data, government statistical information, and data from church records.

Even though women were excluded from the core program to modernize fishing and fish preservation, they were still able to take advantage of the opportunities created by the new situation, explains author Leela Gulati. Women's participation in wage-earning activities increased as they began to work as food processors and net makers. But these jobs tend to be seasonal, and wages are low while conditions are unhygienic and unhealthy. Had women been assigned an "official" role in the development project's modernization of the processing, freezing, and trading of fish, and had they been given relevant training, they could have developed their skills and formed effective co-operatives, suggests the author. As a result, women's present participation would be more widespread, on a larger scale, and less marginal and exploitative.

One of the most dramatic changes brought about by the fisheries development projects is the decrease in family size. Once the women of the three villages "gained a greater security with respect to survival of children, and as the awareness of both the importance of limiting family size and the availability of sterilization facilities . . . increased, women . . . showed a remarkable readiness to take to family planning" Gulati says. The author concludes that investment in the social infrastructure must be an essential aspect to any development project.

Multidisciplinary Perspectives on Population and Conflict, edited by Nazli Choucri, 1984, Syracuse, NY: Syracuse University Press, 220 pp., $30.00 cloth, $13.95 paper. Order from Syracuse University Press, 1600 Jamesville Avenue, Syracuse, NY 13210.

This volume of essays discusses the sources of conflict in society and the way in which population variables lead to violence among individuals, groups, regions, and countries. Specialists in international development, political science, anthropology, sociology, and economics contribute their particular theoretical perspectives and empirical findings to this collection of eight papers. By placing demographic variables — births, deaths, and migration — in a broader socioeconomic and political context, the essayists show how these variables interrelate at the interpersonal, national, and international levels.

As editor Choucri explains, the population problems of this decade are not the same as those of the 1960s and 1970s, when attention was focused on rapid population growth and how to control it. Population issues today are not confined to matters of fertility and mortality, or even to the social and economic ramifications of population change, says Choucri. Rather, the time has come to acknowledge the effects of population factors on national and international politics, paying special attention to the possible creation of conflict. "At a time when military expenditures are escalating and insecurities abound, . . . it would be the height of myopia to persist in disregarding the increasing evidence concerning the relationship of population variables to conflict dynamics."

Policy-makers and social scientists will find this book both stimulating and controversial.

Handbook of Household Surveys (Revised Edition). Statistical Papers, Series F, No. 31, 277 pages, $29.00 (Sales No. E.83.XVII. 13). Available in English, French, Spanish, and Russian versions. Order from United Nations Sales Office, United Nations, New York, NY 10017.

The United Nations *Handbook of Household Surveys* is intended to help countries conduct better household surveys. In its treatment of sampling, the handbook aims at helping the non-specialist grasp some of the main issues and the ways they should be taken into account when a survey is being planned or organized. One of the primary purposes is to show how a continuing survey program can meet the varying data needs in a particular country. •

Coming Next Month:

Malaysia is one of the few Asian countries where the government encourages population growth. How will that affect it as a market?

Research International — another in the continuing series of profiles on market research firms that have offices in New York, but specialize in overseas market research •

A Mistaken Impression

In the August 1984 profile on Sao Paulo, an editing error produced a statement that the majority of Sao Paulo women in the labor force are domestic servants. That is a misimpression. The table showed that of the 1.7 million women in the labor force, 33 percent are employed in the services category, but not all as household workers. About 30 percent are employed in manufacturing industries, 15 percent of employed women work in the social services category, and 10 percent are employed in commerce. •

Regions

Europe

Great Britain

For the first time in 1983, the number of people working in non-manual occupations in Great Britain exceeded the number in manual occupations, according to the 1983 Labor Force Survey, the results of which were published late this year.

In 1981, the numbers of people in manual and non-manual occupations were about equal. By 1983, 51 percent of employed people worked in non-manual occupations.

Over a half million people had two or more jobs in 1983. They include both men and women. Women were about 41 percent of the labor force in 1983 and 44 percent of those holding two or more jobs.

For preliminary detailed information on the Labor Force Survey of 1983, request OPCS *Monitor* (Reference LFS 81/1) from Information Branch (Dept. M), Office of Population Censuses and Surveys, St. Catherines House, 10 Kingsway, London WC2B 6JP.

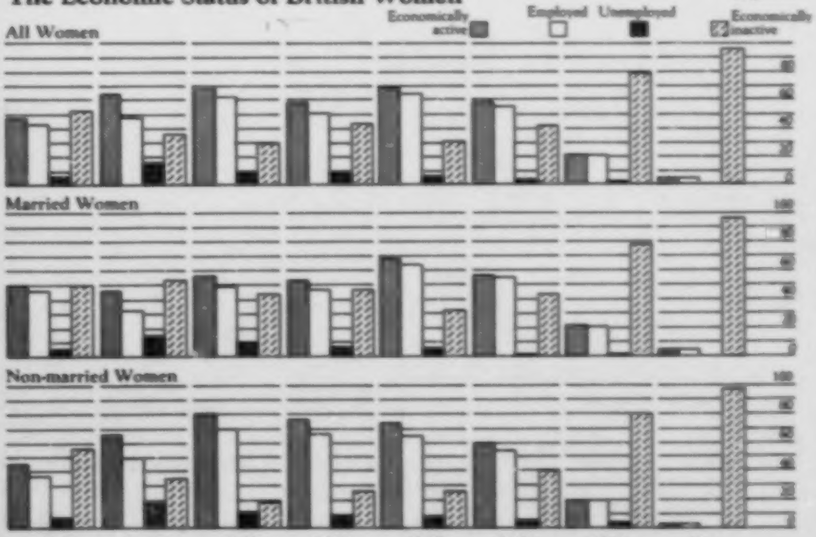
West Germany

Nearly 16 percent of West Germany's student population is now made up of foreign students, according to the Federal Bureau of Statistics in Weisbaden. Of the 70,000 foreign students in West German universities and tech-schools, about one-third are women.

In 1982, half the students came from other European countries, with Turkey and Greece particularly well represented. The largest non-European group was 18,500 Asian students, including 6,100 Iranians and 3,100 Indonesians. There were 4,000 African students, but almost as many (3,600) came from the United States.

Among the international students, the most popular degree programs are engineering and electronics. Next in line are language and culture, especially German, and economics and social sciences. Foreign students complete their studies successfully at about the same rate as the West German students.

The Economic Status of British Women



Source: Office of Population Censuses and Surveys

North America

Canadian Furnishings

Microwave oven ownership is growing quickly in Canada, up nearly 4 percent in 1984 over 1983. Of the nearly 8.9 million households in Canada in 1984, about 16 percent said they own a microwave.

Alberta had the highest proportion of homes with microwave ovens at nearly 33 percent, followed by Saskatchewan at fully 29 percent. Gas barbeques were also popular in Alberta and Saskatchewan at 31 percent each. Only about 6 percent of households in Quebec had a gas barbeque.

Video recorders almost doubled in popularity in the last year. They are now in nearly 13 percent of Canadian homes while pay television was found in only 15 percent of homes. Fully 88 percent of homes had at least one color television set and nearly 18 percent had two or more, up from nearly 16 percent in 1983.

The share of households with only one person increased by about 1 percent during the year — from 19.6 percent of all households in 1983 to 20.7

percent of all households in 1984.

The estimates from the latest Household Facilities and Equipment Survey were prepared from data collected by a sample survey of approximately 35,000 households taken in the spring of 1984.

The accompanying table is reprinted from the Sept. 24, 1984 edition of *Statistics Canada Daily*. For provincial estimates and other details, order the 1984 issue of Household Facilities and Equipment (64-202, $6.65 in Canada; $7.75 elsewhere). For more information contact Cindy Veness or Penny Barclay at (613) 990-9775, Consumer Income and Expenditure Division, Statistics Canada, Ottawa K1A OT6, Canada.

Census Metropolitan Areas

Statistics Canada first designated census metropolitan areas (CMAs) in 1941. Over four decades, these areas have grown and developed and new areas have joined their ranks. The metropolitan concept has been refined and the program extended to include smaller areas called census agglomerations (CAs).

A working paper from Statistics Canada now traces the history of the concept and the areas themselves from 1941 to 1981. Tables show comparative population counts for CMAs and CAs in each census year since 1941 and, for the largest CMAs and CAs, a set of maps show the actual delineations for these areas over the same period.

"Census Metropolitan Areas/Census Agglomeration Program: A Review 1941-1981" (*Geography Series* No. 8 GEO 1984) is available for $10.00 from the Casual Sales Unit, Central Inquiries Service, Lobby, R. H. Coats Building, Ottawa K1A OT6. For more information call the Geography Division of Statistics Canada at (613) 990-9707.

Canada

Canada's population growth rate continues to slow. Between April 1, 1983 and April 1, 1984, population increased by 238,600 people to reach a total of 25,082,000. Although Alberta's growth rate has decelerated slightly, it is still growing five times faster than the rest of Canada.

There are now six Canadian provinces with a population of at least 1 million people; Saskatchewan reached the 1 million mark in December 1983.

The new telephone number for the Statistics Canada Inquiries Service is (613) 990-8116. The new number for the Sales Unit is (613) 990-8114. •

Household Facilities and Equipment in Canada: 1983 and 1984

		1984	1983[2]
	Number of Households (000's)	*Percent of Total Households*	*Percent of Total Households*
TOTAL HOUSEHOLDS[1]	**8,857**	**100.0**	**100.0**
Household size			
One person	1,829	20.7	19.6
Two persons	2,622	29.6	30.1
Three-four persons	3,291	37.2	37.1
Five or more persons	1,115	12.6	13.2
Tenure			
Owned with mortgage	2,785	31.4	31.0
Owned without mortgage	2,816	31.8	32.0
Rented	3,256	36.8	37.0
Type of dwelling			
Single detached	5,003	56.5	56.8
Single attached	799	9.0	8.6
Apartment or flat	2,860	32.3	32.3
Mobile home	195	2.2	2.3
Principal heating fuel			
Oil	2,240	25.3	28.6
Gas[3]	3,912	44.2	43.8
Electricity	2,224	25.1	23.3
Wood, coal and other	481	5.4	4.3
Air conditioners	1,468	16.6	17.1
Window type	805	9.1	10.1
Central unit	663	7.5	7.0
Microwave ovens	1,430	16.1	12.5
Gas barbecues	1,749	19.7	—
Home freezers	4,966	56.1	54.9
Automatic dishwashers	3,116	35.2	33.9
Built-in	2,014	22.7	21.6
Portable	1,102	12.4	12.3
TV sets	8,682	98.0	97.9
Color	7,833	88.4	87.3
Black and white	3,771	42.6	43.6
Cable television	5,319	60.1	58.9
Cable converters	2,780	31.4	26.3
Video recorders	1,104	12.5	6.4
Pay television	480	5.4	—
Smoke detectors	5,781	65.3	54.9(81)
Total vehicles[4]	7,250	81.9	—
Automobiles	6,833	77.1	79.2
Vans or trucks	1,775	20.0	—
Snow blowers	1,089	12.3	11.1(80)
Power lawn mowers	5,028	56.8	56.0(80)
Downhill skis	1,474	16.6	16.4(82)
Cross-country skis	2,281	25.8	25.3(82)
Owner-occupied dwellings only			
Dwelling improvements[5]	1,862	33.2	—
Heating or electrical equipment[6]	1,002	17.9	—
Plumbing[6]	706	12.6	—
Renovations	681	12.2	—
Structural repairs	518	9.2	—
Additions	145	2.6	—
Swimming pools	367	6.6	—

[1] *Includes mobile homes.*

[2] *The last available estimate from this survey produced prior to 1984. The year of the estimate is shown in brackets if other than 1983.*

[3] *Includes piped and bottled gas.*

[4] *Includes automobiles, vans and trucks owned by a household member. Excludes vehicles used primarily for business purposes.*

[5] *Improvements made during the last two years.*

[6] *Includes replacement of existing equipment or installation of new equipment in the dwelling.*

— *Figures not available.*

Source: Statistics Canada Daily, *Sept. 24, 1984.*

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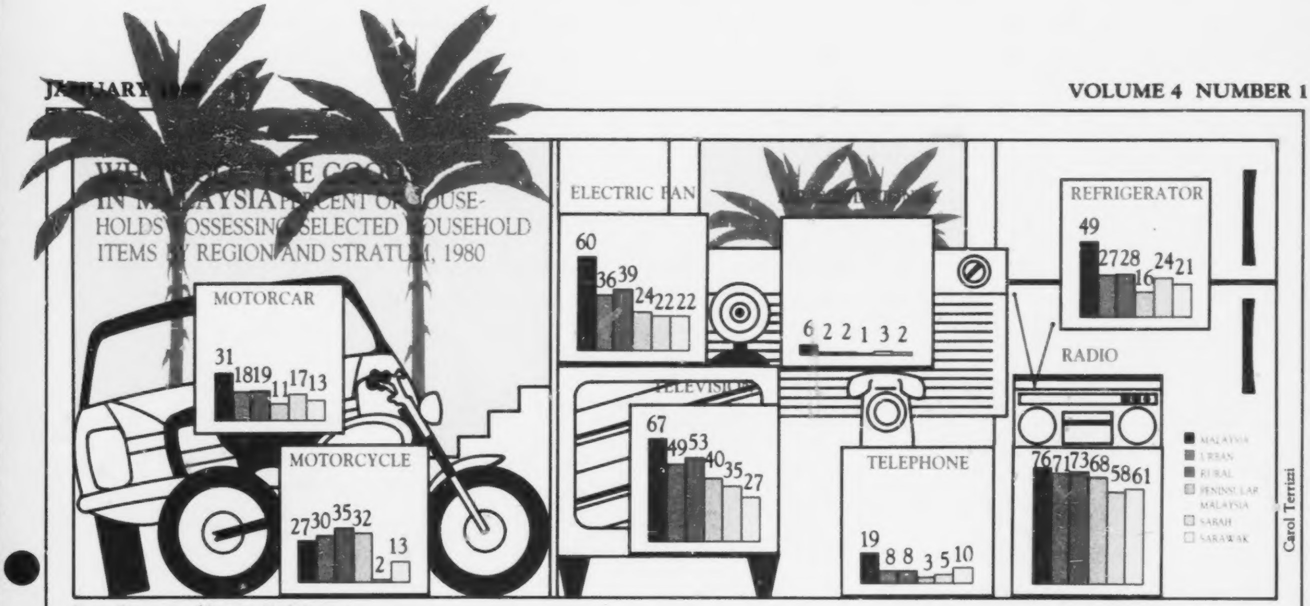

Source: *Department of Statistics, Kuala Lumpur*

Carol Terrizi

COUNTRY PROFILE

FEDERATION OF MALAYSIA

Rich in natural resources, ethnic diversity, and pragmatic political leadership, Malaysia is a country on the move.

Approximately 80 percent of the nation's 127,581 square miles is covered by lush tropical rain forests that harbor a wealth of resources. Malaysia is the world's largest producer of natural rubber, palm oil, refined tin, and tropical hardwoods. Recent explorations and development of oil and gas deposits catapulted the country into the world's petroleum marketplace.

West Malaysia's 50,806 square miles occupy the southern portion of the Malay Peninsula. East Malaysia's 76,775 square miles are located 400 miles to the east, across the South China Sea on the island of Borneo. The two halves combine to form a nation slightly larger than the state of New Mexico.

Peninsular Malaysia, then called Malaya, was made part of the British Empire in 1824. England continued to dominate the country until 1963 when the Federation of Malaysia was formed, taking in the state of Singapore and the states of Sabah and Sarawak on the island of Borneo. The nation's modern-day boundaries were finalized by Singapore's withdrawal from the coalition in 1965.

To better understand the nation and its people, explanations of several confusing terms are in order. "Malay" is an ethnic term applicable only to members of the Malay race. "Malayan" refers to anyone who lives on the Malay Peninsula and a "Malaysian" is any citizen of the Federation of Malaysia regardless of race. Therefore, a Chinese businessman who resides within the country would not be a Malay but would be considered a Malaysian. If his residence were located in West Malaysia, he would also be considered a Malayan.

Although modeled after the British parliamentary system, Malaysian government is more complex. However, despite the existence of 9 ruling sultans and 11 party coalitions, the

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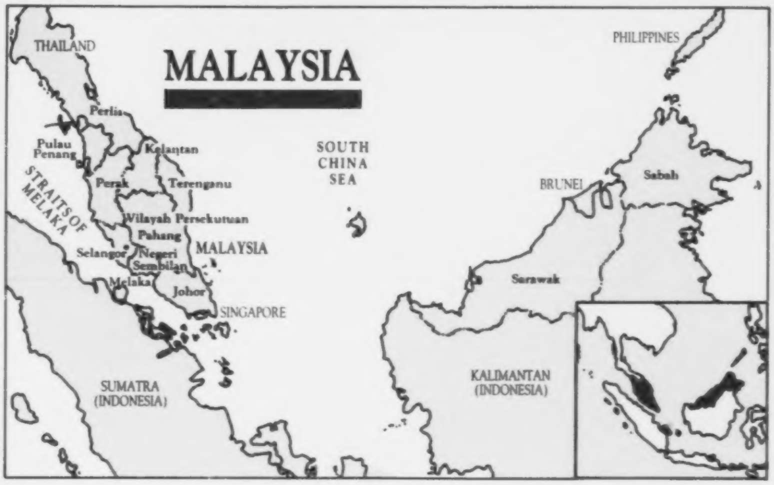
THIS MONTH: MALAYSIA



government is stable and relatively efficient.

The ruling king is a constitutional monarch whom the sultans elect from among themselves for a five-year tenure. To date, the king has followed the British tradition of automatic royal assent, approving legislation enacted by the country's elected representatives.

The legislative bodies consist of the House of Representatives and the Senate which are the Malaysian counterparts of the British House of Commons and House of Lords. However, the real power of the government lies with the prime minister, currently Dr. Mahathir Mohamad, leader of the House of Representatives.

REGIONS AND CITIES

West Malaysia is divided into 11 states in addition to the Federal Territory which surrounds the capital city of Kuala Lumpur. Nine of the states are ruled by hereditary sultans. The Federal Territory is administered in much the same manner as the U.S. District of Columbia. The remaining 2 states of West Malaysia and the 2 states of East Malaysia are administered by appointed governors.

The 1984 population of Malaysia was estimated at 14.7 million people. West Malaysia has 12.2 million; Sabah, 1.1 million; and Sarawak, 1.4 million. Malaysia's population grew an annual average of 2.3 percent between 1970 and 1980. Sabah grew the fastest, at 3.8 percent annually, on average. West Malaysia grew at 2.2 percent annually and Sarawak, 2.4 percent.

Dr. Mahathir encourages population growth in the belief that in order to be economically successful, Malaysia must have a substantial home market. In support of his plan, the 1985 budget increases tax deductions for families having five children. The *Asian Wall Street Journal* reports that the first child earns a deduction of $650, the second $750, and the third through fifth children earn deductions of $800 each. Previous policy allowed a higher deduction for the first child with a gradual decline in the allowable deduction to the fifth child.

The Federal Territory is the most densely populated region with an average of 3,784 people per square kilometer, according to the 1980 census. The state of Penang had the next highest population density with 872 people per square mile.

Generally, the most densely populated states are the smallest in land area. The least densely populated states are found in East Malaysia, where Sabah and Sarawak record 13 and 10 persons per square kilometer respectively.

The largest metropolitan area is the capital city of Kuala Lumpur with a population of nearly 1 million. Other metropolitan areas include the port city of George Town, capital of Penang and the first British settlement in Malaya which currently handles one-third of all Malaysia's shipping activity; Ipoh, Perak in the center of the tin mining industry; and Johore Bahru, the country's third largest port, situated at the end of the Singapore causeway.

MIGRATION

Prior to World War II, international migration was an important factor in the growth and distribution of the population. Immigration is now strictly controlled by the government and the percentage of foreign-born citizens declined from 7 percent of the population in 1970 to 5 percent in 1980.

Census data show the decreasing importance of China, India, and Pakistan as countries of origin. Foreign-born Chinese and Indians constituted about 55 percent and 22 percent respectively of the immigrant population in 1970, compared to 42 percent and 17 percent respectively in 1980.

Immigration laws are less strict regarding migrant workers from the Philippines, Indonesia, and Thailand. The portion of foreign-born residents originating in neighboring countries grew from 19 percent to 36 percent over the same ten-year period.

The Malaysian population is becoming increasingly more mobile. The number of internal immigrants increased from 10 percent in 1970 to 14 percent in 1980. This trend of internal mobility is expected to continue.

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Although 410,000 people relocated from rural to urban areas between 1970 and 1980, the demographic shift accounted for only 16 percent of all internal migration. Contrary to patterns in many developing countries, rural to rural area migration was responsible for about 45 percent of the total internal migration.

While the reason for internal migration in developing countries is usually believed to be work related, only 7 percent of Malaysians said they moved in search of work. Four percent cited educational reasons. But 54 percent said they relocated for family reasons (marriage or to follow family members).

ETHNICITY AND RELIGION

Malaysian society includes several different ethnic groups, customs, and religions. The primary ethnic groups of Malays, Chinese, and Indians share land with several dozen indigenous tribes. There are, however, racial difficulties between Chinese and the Malays.

West Malaysia's population is mainly Malays who are 55 percent of the total. Chinese are 34 percent and Indians, 10 percent. Sabah is dominated by the Pribumi (including Bajaus, Kadazans, Muruts, Malays, Indonesians, Filipinos, and other indigenous persons), where they are 83 percent of the population.

Sarawak is also dominated by indigenous ethnic groups. Ibans, Melanaus, and Bidajuhs as well as other native tribes account for 50 percent of the population; Malays, 20 percent; and Chinese 30 percent.

Although all ethnic groups continue to grow in numbers, the higher Malay fertility rate is responsible for the more rapid growth of the Malay population, a trend which is expected to continue.

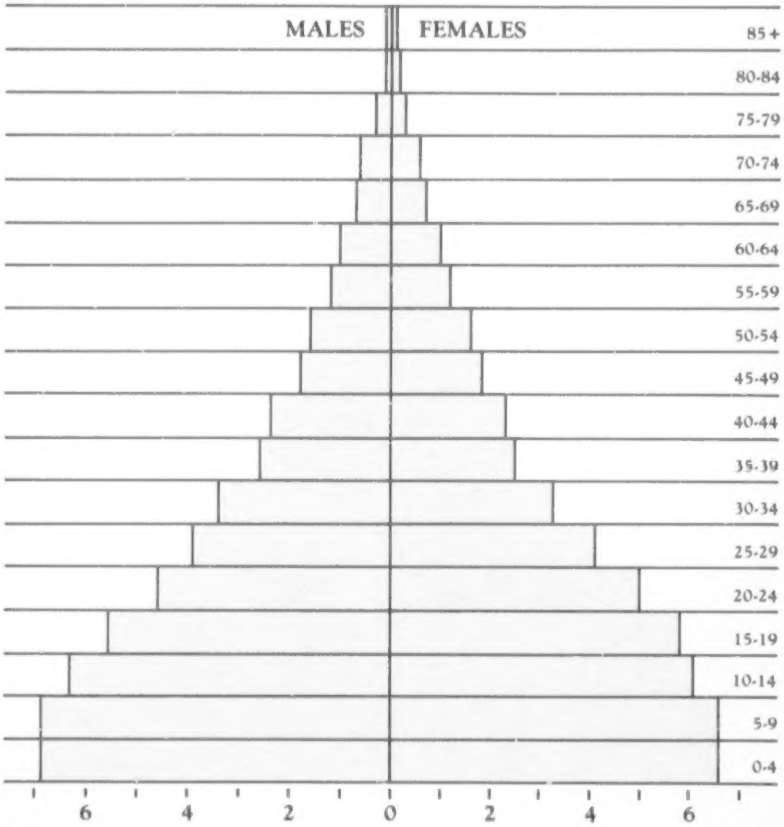
In 1969, racial problems peaked, culminating with riots in the streets of the nation's capital. Parliamentary elections were suspended and a national state of emergency was declared. The riots were directly attributed to the dissatisfaction of the politically dominant but economically weaker Malays.

In 1970, the government instituted measures designed to provide Malays with a greater share of the country's wealth. The 20-year "new economic policy" (NEP) grants special privileges to bumiputras — "sons of the soil" — who are native-born Islamic Malays.

By government edict, bumiputras are granted first rights to new entrepreneurial activities and non-Malays are "encouraged" to acquire bumiputra partners. Many non-bumiputras consider the policy discriminatory because opportunities for government employment, education, and equity ownership in commercial enterprises are limited.

The new economic policy has proven successful. In 1970, the bumiputras' share of the population

POPULATION OF MALAYSIA BY AGE AND SEX, IN PERCENT



Age	*Total*	*Males*	*Females*
All Ages	13,136,109	6,588,756	6,547,353
0-4	1,779,564	912,497	867,067
5-9	1,782,782	911,412	871,370
10-14	1,633,536	831,730	801,806
15-19	1,493,464	737,713	755,751
20-24	1,265,133	608,779	656,354
25-29	1,058,434	518,755	539,679
30-34	874,744	440,840	433,904
35-39	671,303	342,508	328,795
40-44	624,041	317,324	306,717
45-49	473,354	234,297	239,057
50-54	414,754	207,698	207,056
55-59	319,848	157,209	162,639
60-64	269,745	132,581	137,164
65-69	188,166	94,581	93,585
70-74	146,563	72,881	73,682
75-79	76,223	38,953	37,270
80-84	39,238	18,235	21,003
85+	25,217	10,763	14,454

MALAYSIAN CITIES WITH POPULATIONS OVER 100,000

Kuala Lumpur, Federal Territory	**937,875**
George Town, Penang	**269,247**
Ipoh, Perak	**247,969**
Johore Bahru, Johore	**136,234**
Sibu, Sarawak	**135,000**
Kelang, Selangor	**113,611**

Source: Polk's World Bank Directory

exceeded 50 percent although their share of the wealth was only 3.4 percent. Ownership in equity capital grew to 12.5 percent in 1980, 18.7 percent in 1983, 21.9 percent in 1985 (forecasted), and is targeted to reach 30 percent by 1990.

In 1971, in reaction to continued racial unrest, the government adopted a constitutional amendment designed to alleviate racial tensions. The amendment prohibits public or parliamentary discussion of "sensitive" issues regarding ethnic origin and outlaws criticism of the government's new economic policy.

Religious affiliations are generally divided along ethnic lines. Most Malays are followers of Islam while the majority of all Chinese practice a mixture of Confucianism, Taoism, and Buddhism. Indians are divided between the Hindu, Muslim, Sikh, and Parsee religions. Indigenous tribes are mostly animists who believe that inanimate objects (mountains, trees, rocks) are inhabited by spirits of the gods.

Although freedom of religion is guaranteed by the constitution in this Islamic country, there are controls on the growth of religious dissent. Government leaders have repeatedly warned the citizens against religious extremism and hint that strict security legislation will be employed against any fanatical group that promotes civil unrest or disrupts the economy. Additionally, the individual states have powers that enable them to restrict the growth of dissent.

AGE DISTRIBUTION

Malaysia's population distribution by age is characteristic of most developing countries. The greatest proportion of the population is centered in the lowest age groups with more than half of the nation's inhabitants aged 20 or below. Life expectancy is 67 years of age for men and 72 years for women, although only 3 percent of the population is 65 years of age or older.

A notable aspect of the age distribution trend is an increase in proportion of women in their prime child-bearing years. The percentage of females between the ages of 15 and 29 grew from 26 percent in 1970 to 30 percent in 1980. Proportionate growth is expected to continue for at least the next 15 years. Fortunately, fertility is on the decline and is expected to continue to do so.

HOUSEHOLDS AND FAMILIES

For survey purposes, the Malaysian government defined a household as "persons living together and making common provisions for eating and other essentials of living." Therefore, households may consist of related family members, unrelated persons, or a combination of the two.

The number of private households grew by 34 percent from 1.9 million in 1970 to 2.5 million in 1980, a rate of growth considerably greater than that of the population during the same period. Concurrent with the greater growth in private households was a slight decrease in the average number of persons per unit from 6.1 to 5.6 in West Malaysia. Sabah and Sarawak had slightly larger households of 6.0 and 5.8 respectively.

The majority of households in all regions of Malaysia contain nuclear families with little variation recorded between West Malaysia, Sabah, and Sarawak (55 percent, 56 percent, and 54 percent respectively). Extended families made up 28 percent of the households and single-person households accounted for 9 percent of the total. Nonfamily households made up the smallest portion of households.

Marriage, widowhood, and divorce trends are difficult to interpret since some religious practices permit multiple marriages. Additionally, mortality rates vary between males and females resulting in subsequent variations in remarriage rates. However, general conclusions can be drawn.

Statistics adjusted for an increasing population indicated that more

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TIPS ON **TRENDS**

JAPANESE DIRECT MAIL

Direct marketing has hit Japan. An estimated $5.6 billion in goods and services were sold in Japan by direct mail in 1983. Estimates are that 2 percent of all sales are now by direct marketing, a share that will grow to 10 percent by 1990.

An article by Robert Cutts in the September 1984 issue of *PHP*, a Japanese magazine, says that Japanese and foreign marketing executives long believed that direct marketing would not work in Japan.

But, "Many previous analyses of the market failed to take into account the fact that demographics, economics, lifestyles, and popular perceptions are altering fairly rapidly in Japan."

Cutts says a recent study of consumers by a firm that sells by direct mail found that 33 percent of its customers said they purchase by mail because they can't find the merchandise elsewhere, 27 percent because it is convenient, and 7 percent because it is fun.

American Express is one company that is direct marketing successfully in Japan. Catalog sales are also doing extremely well. And the telephone is expected to be a strong tool in parts of Japan, especially now that toll-free service is available in Tokyo, Osaka, and Nagoya.

Larry Schenker, who founded Japan-America Direct K.K. in Tokyo, says that the average direct mail purchase now ranges in value from $65 to $217. "You have a new changing audience out there: more women are working, and thus, have less time to shop. The number of senior citizens has increased and they find shopping by direct mail more convenient." •

Source: PHP, *September, 1984. Order from PHP Institute, Inc., Tokyo Konoike Bldg., 8th Floor, 2-3-11, Kandasurugadal, Chiyoda-ku, Tokyo, 101 Japan. $18 per year in the United States.*

men and women chose to delay marriage or remain single. While the adjusted divorce rate for men is on the decline, the number of women who divorce or separate (and remain so) is increasing. Data also indicate a definite decline in both widows and widowers, due to increased longevity of both sexes.

HOUSING

The 1980 census defined a housing unit as "a separate and independent place of abode intended for habitation by one household or one not intended for habitation but occupied as living quarters by a household at the time of the census." Under this definition, the total number of housing units was recorded at 2.6 million of which 2.2 million were located in West Malaysia, a growth of 36 percent over 1970.

Houses and bungalows make up the vast majority of the housing units in all regions of Malaysia, accounting for 90.1 percent of all living quarters. This figure can be slightly misleading as it includes all types of houses ranging from elite dwellings in urban areas to kampong quarters, native thatch-roofed houses constructed of indigenous materials.

Homeownership is more prevalent in rural areas than in urban areas. Seventy-three percent of all rural housing units are owner occupied while the majority of urban dwellers — 53 percent — either rent or are provided accommodations by their employers.

Facilities that Americans expect as standard in housing are becoming more readily available to the residents of Malaysia. Census figures indicate that 64 percent of all occupied housing units had electricity, and 79 percent are classified as having "adequate" toilet facilities. Additionally, piped water is available to 65 percent of all dwellings, although the term makes no distinction between internal/external or communal/private piped water sources.

INSIDE INFORMATION

WHEN IN MALAYSIA

Normal business hours vary in the differing Malaysian states often causing confusion for visitors from abroad. Generally, most offices are open from 8:30 or 9:00 a.m. to 1:00 p.m. and from 2:30 to 4:30 or 5:00 p.m. Mondays through Fridays. Many offices are also open on Saturday from 9:00 a.m. to 1:00 p.m. although the trend is turning more towards a five-day workweek.

In the capital city of Kuala Lumpur, the workweek is often four and a half days with offices manned only by a skeleton staff on Friday afternoons and closed on Saturdays. Americans are advised to plan business trips for Mondays through Thursdays to ensure contact with appropriate Malaysian personnel.

In the states of Kedah, Kelantan, Terengganu, and Johore, the weekend is observed on Thursday and Friday.

Marketing to Malaysian businesses is unlike marketing in the United States. Malaysians prefer to have a business proposal submitted in writing prior to scheduled meetings in order to study the concept and prepare themselves for subsequent encounters.

High-tech, hard-sell techniques could lose a sale, and will, at the least, result in strained business relations. Malaysians prefer to discuss business endeavors concisely and calmly in unadorned fundamental terms. However, any implication that they are being treated as backwards or ignorant will also damage business relations. In simple terms, don't be condescending and don't attempt "snow jobs."

Simple courtesy and respectful formality are by-words of Malaysian society. An invitation to a Malaysian home is a great honor and when an American businessman consents to bring his wife to a formal dinner, he honors his Malaysian host.

Prior to attending social engagements, American businessmen should ask about the inclusion of wives. Since Malays and Chinese are permitted more than one wife, a strict set of unwritten rules applies to various types of coed social situations. The first wife, normally wedded for business reasons, is considered the most important.

In the course of normal business relations, presents are sometimes exchanged. If an American chooses to honor his Malaysian host with a gift, courtesy demands that the intended receiver be notified in advance so reciprocal action can be taken.

The reception of American businesswomen in Malaysia varies according to the corresponding ethnic group. Malays, followers of the Muslim religion, do not easily accept women in business although social restrictions against the feminine gender are not as strict as in the Mideast. Chinese businessmen more readily accept women in the business world and willingly work with both genders of any ethnic group.

Malaysia's tropical climate renders the wearing of standard western business suits as uncomfortable as well as unsuitable. Appropriate formal attire for businessmen of any nationality is the long-sleeved Malaysian batik shirt which is worn over pants or slacks. Acquisition of such a shirt is highly desirable. The purchaser should exercise caution as foreigners may confuse the Malaysian batik shirt with the less-than-acceptable Filipino shirt.

In some areas of the country, guests are expected to remove their shoes upon entering their host's home as a sign of respect. A polite inquiry will ascertain the appropriate behavior in this as well as any other situation.

Malays follow the Muslim custom of segregating the uses of hands. Only the right hand is to be used when eating or otherwise handling food items.

Regardless of ethnic background, Malaysians are a friendly people who welcome Americans to their nation. Simple courtesy and respect will go a long way toward establishing and maintaining mutually satisfactory relationships. •

—Linda Newcomb

LITERACY AND EDUCATION

The literacy rate, measured by the number of persons aged 10 and over who are able to read and write in any language, was 72 percent in 1980, a definite increase over the 1970 rate of 58 percent. More important than the overall literacy statistics is the trend exhibited by the rates at various age levels.

While only 26 percent of the population aged 60 years or older are considered literate, the rate escalates with each successively younger age group. Literacy peaks at the rate of 90 percent for the age 15-to-19 group. The trends indicate wide availability of education in all regions of Malaysia.

The language of choice is highly correlated with ethnicity.

On Peninsular Malaysia, 89 percent of the population aged 10 and over speak Bahasa Malaysia, 61 percent fluently. Twenty-three percent speak English, 33 percent Chinese, 9 percent Tamil, and 3 percent other languages.

The vast majority of Malays speak Bahasa Malaysia. Only 15 percent speak English. Among Chinese, however, nearly the entire population speaks Chinese, but about three-quarters also speak Bahasa Malaysia, 20 percent fluently. About 30 percent of Chinese speak English. The two most likely languages of Indians are Tamil (90 percent) and Bahasa Malaysia (86 percent). Forty percent of Indians speak English.

English is now a compulsory second language in school even though Malay is the medium of instruction. English is widely employed in government and commerce.

The Malaysian educational system is comprised of four levels of schooling. Children enter school at the age of six and normally attend primary level classes for six years. Upon successful completion, students graduate to the lower secondary level for an additional three years.

Lower secondary education prepares students for a public examination leading to the Sijiz Rendah Pelajaran. Students who successfully complete lower secondary schooling are eligible to enter upper secondary training for an additional two years in preparation of the Sijil Pelajaran Malaysia.

Holders of the Sijil Pelajaran Malaysia may continue their education in one of two ways. They may enter a college of polytechnic without further prerequisite training or they may complete two years of post-secondary education, successfully complete the examination for award of the Sijil Tinggi Persekolahan, and enter one of Malaysia's five universities.

Education is provided without charge for all students aged 6 to 15. If required academic standards are met, continued free education to 19 years is also provided. Approximately 96 percent of all children aged 6 to 11 receive full-time educational benefits, as do 67 percent aged 12 to 14 and 32 percent aged 15 to 16.

Statistics from the 1980 census show that less than 2 percent or approximately 99,000 Malaysians aged 19 and over have received any type of post-secondary education. However, this number is growing. In addition to Malaysian university enrollment, an estimated 25,000 students attend U.S. universities under subsidy of the Malaysian government and commercial enterprises.

In addition to academic opportunities, vocational training is also available in such areas as service work (hotel, catering, tailoring, cosmetology), commercial work, automotive repair, auto maintenance, electrical/electronics, radio and television repair work, and building and woodwork.

LABOR FORCE

The current labor force is estimated at 5.4 million workers and continues to grow at an annual rate of 3.1 percent. An adequate supply of unskilled and semiskilled workers exists in most areas although some labor shortages may be experienced in the states of Johore, Sabah, and Sarawak. Johore's labor shortages are attributed to employment opportunities in Singapore. Government controlled immigrants from Indonesia and the Philippines fill most employment requirements in the sparsely populated states of Sabah and Sarawak.

Although affected by the recession experienced by the western world, Malaysia's unemployment rates are well within the boundaries of manageability. Recent government figures indicate that the unemployment rate is 6 percent in West Malaysia and 4 percent in Sabah and Sarawak.

The government limits the work week to 48 hours or six days for employees who earn 750 Malaysian dollars (M$750) or less per month. However, the average work week is generally 44 hours for industrial workers and 39 hours for office workers. General working conditions are also controlled and overtime is limited to a maximum of 32 hours per month.

Most Malaysian states recognize 15 paid holidays per year, 13 of which

TIPS ON TRADE

SOUTH KOREAN TVS

South Korea is attempting to develop new markets for its primary television set manufacturers – Daewoo, Samsung, and Gold Star. Developing countries are the likely new targets. Anti-dumping decisions are encouraging the TV manufacturers to reduce their dependence on U.S. consumers. Asia Cable (October 26, 1984) reports, "To meet European and Middle East TV technical standards, the Koreans intend to revamp their production lines."

JORDAN BUILDS NEW SCHOOLS

Jordan will build 47 primary and secondary schools during the 1980s to accommodate an enrollment expected to reach about 45,000 by 1990. The World Bank is supporting the project with a $40 million loan. The Jordanian government is providing $76.3 million and $5.7 million will come from suppliers and export credits.

The project includes building, equipping, and furnishing 25 primary grade schools for girls and 6 for boys in the governorates of Amman, Irbid, Balqa, Ma'an, and Karak. These schools will help reduce the average class size from about 70 students to 40 or 50 students each. Seven secondary schools for girls and nine for boys will also be built in the five governorates. •

are national holidays. Additionally, workers are customarily granted an annual bonus amounting to the equivalent of one to two month's pay.

The Industrial Relations Act of 1967 governs the organization and operation of trade unions. Union organization is restricted to particular trades, industries, and occupations, and unions are most active in the fields of agriculture (plantations), transportation, and education. A general workers union is prohibited and each allowed union is required to register.

Although the workers' right to organize, negotiate, and strike are protected, the government is quick to refer all disputes to binding arbitration in the labor courts at which time the strike must cease.

There are 366 separate trade unions in Malaysia representing approximately 600,000 workers, or less than 15 percent of all salaried workers.

THE ECONOMY

During the past two decades Malaysia acquired one of the most impressive economic records in Asia. Gross national product (GNP) grew by an average annual rate of 8 percent in real terms from 1970 to 1981. Real GNP growth registered only 2.5 percent in 1982 but rebounded to 5.8 percent in 1983 and was expected to reach 6.7 percent in 1984. Continued real growth is expected.

Since exports account for 50 percent of GNP, the economy is heavily dependent upon foreign trade. During the recessionary years, government borrowing supported Malaysia's economy as exports fell markedly and imports soared. But unlike many developing countries, Malaysia's debt payments are made promptly and an excellent credit rating is maintained. Foreign borrowing is being reduced and high interest payments are scheduled to peak in 1987.

In the first two months of 1984, Malaysia had a trade surplus of about $286 million, compared with a deficit in the same period a year earlier. Exports in the period increased 22 percent over the year before while imports rose only 2 percent.

Malaysia's prospects for continuing growth and prosperity are good. Large natural gas reserves at Bintula, Sarawak have been developed and the entire output for the next ten years has been sold to Japan. Crude oil production at 283,000 barrels per day in 1979 continues to increase.

Tin mining, rubber production, palm oil, and timber production continue to be responsible for a large segment of the economy. In recent years, agricultural endeavors have diversified to include cocoa production.

The government's "Look East" policy encourages private enterprise to follow the lead of Japan and South Korea. Plans are underway to guide the country towards heavier industries and the development of more manufacturing concerns.

> ***"WEST MALAYSIAN HOUSEHOLDS ARE MORE PROSPEROUS IN MATERIAL TERMS THAN THOSE IN SABAH AND SARAWAK."***

In the past two years, dozens of projects have been turned over to private enterprise under the government's "Privatisation" policy. Greater effort is expected to be made to liquidate government holdings in all services and assets that are not of strategic national importance.

INCOME AND LIFESTYLE

Malaysia's per capita income is one of the highest in Southeast Asia. Malaysia's estimated 1982 GNP per capita income of $1,860 was topped only by Singapore and oil-rich Brunei.

Yet in 1970, 49 percent of all Malaysians were living below the poverty level. Government programs designed to provide a higher standard of living reduced the poverty figure to 29 percent in 1980. Continued plans call for a further reduction to 17 percent in 1990 and the complete elimination of poverty by the year 2000.

Using selected household goods as a measure of material well-being, a determination regarding lifestyle trends can be made. The 1980 census reported that 18 percent of all households possessed at least one automobile, 30 percent had motorcycles, 27 percent owned refrigerators, and almost twice as many possessed televisions. Despite the heat and humidity, only 2 percent of all households were air conditioned.

Television can be expected to continue its growth, although not without controversy. In June 1984, TV3, a private television channel, came to Kuala Lumpur and the surrounding area, available to about 1.9 million viewers. The *Asian Wall Street Journal* reported shortly thereafter that the channel offered a program mix of mostly Western fare that was raising the hackles of fundamentalist Moslems. About 90 percent of the programming is in English, although the government requirement is that eventually at least 30 percent of programming be presented in Malay.

Generally, more high-cost household items can be found in urban areas than in rural areas, and West Malaysian households are more prosperous in material terms than Sabah and Sarawak.

Compared with 1970 census data, a marked increase in material wealth can be noted for West Malaysia residents. The largest proportionate increase was found in ownership of televisions which more than tripled during the ten-year period from 12 percent to 53 percent. Possession of motorcycles and refrigerators almost tripled during the same period and ownership of automobiles, air conditioners, and telephones doubled. Due to incomplete 1970 census data for Sabah and Sarawak, East Malaysian comparisons are not available.

SOURCES OF INFORMATION

The U.S. Dept. of Commerce offers several useful publications. "Marketing in Malaysia" (OBR 81-02) and "Foreign Economic Trends" (FET 83-04) provide detailed economic and foreign trade information.

A brief synopsis of marketing information and guidelines is provided by "World Trade Outlook for East Asia and the Pacific" (OBR 82-16) and "Market Profiles for East Asia" (OBR 83-04).

The Bureau of Public Affairs publishes "Background Notes — Malaysia" which provides a wealth of helpful information. "Country Labor Profile" is available from the U.S. Dept. of Labor's Bureau of International Labor Affairs.

All of the above listed documents may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, telephone (202) 783-3238. Single copies may be obtained from Publications Distribution, Room 1617, U.S. Department of Commerce, Washington, D.C. 20230. Copies may also be ordered from any Dept. of Commerce District Office.

Data from the 1980 Malaysian Census is periodically released by the Department of Statistics Malaysia, Kuala Lumpur. Requests may be directed to the U.S. Embassy in Malaysia, USDAO A1A Bldg., Jalen Ampang, Kuala Lumpur, Malaysia.

Other helpful publications include: "Trade Index of Malaysia," Printrade Corporation (Malaysia), Sdn. Bhd. 47B & 47C, Jalan Ipoh, Kuala Lumpur 02-12, Malaysia; and "Malaysian Industrial Development Authority Publications," P.O. Box 618, Kuala Lumpur, Malaysia.

Additional data may be obtained from the Information Office of the Malaysian Embassy in Washington, D.C., (202) 328-2700.

The U.S. Dept. of State also provides assistance to interested potential U.S. investors. Contact the Malaysian desk at (212) 682-2232.

The U.S. Embassy in Kuala Lumpur offers briefings and assistance to American business investors in Malaysia, telephone 489011. •

—Linda Newcomb

COMING UP

Our own estimates of people in foreign countries who buy English-language materials

Metropolitan Rio de Janeiro is a marvelous market at least in some neighborhoods

PUBLICATIONS

The Resourceful Earth: A Response to Global 2000, edited by Julian L. Simon and Herman Kahn, 1984, New York: Basil Blackwell Inc., 585 pp., $19.95. Order from Basil Blackwell Inc., 432 Park Avenue South, Suite 1505, New York, NY 10016.

In 1980 the Global 2000 Report to the President of the United States forecast widespread environmental disaster by the turn of the century. Its scenario of the earth as crowded and polluted, ecologically unstable, increasingly vulnerable to disruption, and subject to "serious stresses involving population, resources, and environment" alarmed individuals and influenced crucial governmental policies.

But Global 2000 is dead wrong, says editor Julian L. Simon. "The world in 2000 will be *less crowded* (though more populated), *less polluted, more stable ecologically*, and *less vulnerable to resource-supply disruption* than the world we live in now. . . . The world's people will be *richer* in most ways than they are today."

Thus *The Resourceful Earth* begins its rebuttal of Global 2000's claims. Presenting the data and conclusions of an independent team of world researchers — each an expert in his or her field — this volume gives scientific evidence that global and U.S. trends in population, resources, and environment are improving rather than deteriorating. Among the topics covered are: population projections, world food supply, soil erosion and cropland change in the U.S., water resource adequacy, global climatic trends, non-fuel minerals, sources of energy, and trends in environmental quality. Each essay is replete with tables and graphs showing long-term trends. A bibliography for each topic is also included.

With the aim of providing "sound and balanced assessments of key issues concerning resources and the environment, and thereby to correct the false, gloomy impressions left by Global 2000," *The Resourceful Earth* also speaks against "the constraints currently imposed upon material progress by political and institutional forces, in conjunction with popularly-held beliefs and attitudes about natural resources and the environment, such as those urged upon us by Global 2000." These constraints include the view that our resources and environment will inevitably deteriorate in the future, that there are physical limits that will inhibit progress (the notion of "carrying capacity"), and that nuclear energy is more dangerous than energy from other sources. Such views lead to government policies that are expensive in terms of dollars and lives, and which will damage resource production and choke economic progress if left in place.

While the conclusions of this volume are reassuring, *The Resourceful Earth* is not meant to encourage complacency by predicting a world where there will be no poverty, oppression, or danger. A better future will not happen automatically, says editor Simon, but because men and women — as individuals, as enterprises working for profit, as voluntary non-profit groups, and as governmental agencies — will work together and probably overcome, as they have throughout history.

Exportise: An International Trade Source Book for Smaller Company Executives, 1983, Boston: The Small Business Foundation of America, Inc., 235 pp., $89.50. Order from The Small Business Foundation of America, Inc., 84 State Street, Fifth Floor, Boston, MA 02109; telephone (617) 720-0073.

The U.S. government is putting increased emphasis on exports in an attempt to reduce the trade deficit. But while most large companies have some international operations, small companies frequently believe they cannot export because it simply takes too much expertise.

Enter *Exportise* — a practical compilation of names, addresses, information sources, and tips on getting started in exporting. Emphasis is on the top export markets for the United States, but the advice given is good for most foreign markets, covering such essentials as distribution, hiring overseas agents, advertising, legal issues and taxes, tariffs, finance and banking. •

FEATURE

RESEARCH INTERNATIONAL

Research International, a wholly-owned subsidiary of the British-based Unilever, PLC that is among the ten largest marketing research firms in the world, opened its United States office in 1980.

The New York office serves the United States and Canada. Thirty other full-service offices serve the rest of the world, with assistance as needed from local suppliers in another 50 countries.

While not every office shares the Research International name, each one does share the logo — a globe covered with people spinning on an axis — symbolizing its involvement in consumer research.

Africa — a continent some research companies shy away from — is covered by a combination of local suppliers, project-specific research collection, and African offices. The main African offices are located in Kenya, Nigeria, South Africa, and Zimbabwe. North African research is administered through European offices. The Nigerian office covers the west coast. Kenya takes care of the eastern part.

Despite its relative youth, the New York office is staffed by experienced hands. David Pring, the director, has been with Research International since 1972 when he finished his degree in geography at the University of Newcastle. He started his work at Research International assigned to London. His experience spans 50 countries. Pring's associate director is Pippa Dunkley, who started with Unilever and moved to Research International in 1976.

The New York office, with seven employees, is a small part of the company which employs more than 350 professional researchers, more than 550 support staff, and more than 5,000 field interviewers. Worldwide revenues are estimated to be between $50 and $60 million. The majority of the work undertaken by the New York office is for clients other than Unilever.

Although Research International handles all traditional types of marketing research requests, there is increasing interest in product development and packaging. In response, the firm has developed a number of micro-behavior modeling techniques in new product development and pricing.

The new product development models — called Conceptor, Locator, and Sensor — work together or separately to identify product gaps in the consumer market, choose a position for a new product, establish a consumer profile for it, and test the new product through simulation.

> ***"WHEN CIGARETTES ARE SOLD BY THE STICK RATHER THAN THE PACK, PACKAGE DESIGN FADES TO INSIGNIFICANCE."***

To help its clients price products, Research International developed Price Solve, a modified conjoint (trade-off) analysis technique. Using fairly small samples (100 to 200 consumers), Price Solve not only analyses price elasticity and thresholds, but also predicts answers to "what if" kinds of questions, according to Pring. For example, a client may wish to know "What if we increase the price of this brand?" or "What if we remove this brand from the market?"

Research International's techniques have been designed to work in any market. Consumer goods clients range from food and beverage manufacturers and retailers to those who make and sell durables such as cameras. The firm also consults with heavy industry clients such as steel companies — usually to help them decide where to locate a plant or whether to pull out of a particular location.

Besides its customized work, Research International conducts an omnibus survey in Saudi Arabia once a year. Retail audits are part of its regular work in some European countries.

Research International prides itself on its understanding of cultures around the world. "It is a question of buying far more than just advice on local customs and culture; it is an understanding that cigarettes are likely to be sold by the stick rather than the pack in Africa, so that package design on that continent fades to insignificance," Pring explains.

The Middle East is Research International's growth area, perhaps less for United States clients than for those in Europe, Pring says. Other growth areas are Mexico, Brazil, and Argentina.

From the Manhattan office, Pring says he can offer clients full project design, set up and control of field work throughout the United States and in foreign countries, data processing from quick tabulations to analysis that includes modeling, and detailed data interpretation and reporting.

"The New York office offers a window around the world for the United States and Canada and for foreign countries wanting to do business in North America and Mexico," Pring says. "Most national offices tend to do domestic research, although in the United States Research International's split is about 40 percent domestic business and 60 percent international business."

Research International's U.S. address is 509 Madison Avenue, New York, NY 10022; telephone (212) 752-3881. •

—Jane K. Boorstein

Jane K. Boorstein is International Demographics' *New York correspondent.*

REGIONS

EUROPE

EUROPE

An electronic database that provides socioeconomic data on the European Community member states is now available through European Community offices. For more information, contact CISINET-WEFA, Suite 700, 1110 Vermont Avenue N.W., Washington, DC 20005 and ask for information on the database called Cronos.

BELGIUM

The Belgian government has extended compulsory education by raising the school-leaving age from 14 years to 18 years. The extension will take place gradually over a two-year period. When the leaving age goes up to 18, about 43,000 young people will be kept (partially or entirely) away from the labor market. The move was made in an attempt to lower the country's high unemployment rate which near the end of 1984 was 14 percent.

School-leaving age in most other European community member countries is age 15 or 16. In Italy, the school-leaving age is 14 years.

Source: CEDEFOP News, Vocational Training in Europe, *No. 7/1984. Published by European Center for the Development of Vocational Training, Bundesallee 22, D-1000 Berlin 15, West Germany.*

UNITED KINGDOM

The population of urban areas in the United Kingdom stayed about the same between 1971 and 1981, but there were shifts in the kinds of urban areas in which people chose to live, according to the Office of Population Censuses and Surveys. The population living in rural areas increased by 5 percent.

Large urban areas — those with more than a half million people — lost population during the decade. As in the United States, rates of growth in small towns were higher than those in rural areas, indicating that people are seeking a better quality of life outside highly urbanized areas. The largest absolute gain in population was in urban areas with fewer than 20,000 people, where the population grew by about 800,000. Total population in urban areas with between 20,000 and 99,000 people grew by about 600,000.

The Office of Population Censuses and Surveys is nearly finished with its compilation and analysis of the 1981 Census. Detailed data on local authorities and urban areas is available in published form through a *Key Statistics* series. Data for the whole country can be purchased for 90 pounds sterling. These publications give between 100 and 120 statistics for each local area.

Order key statistics in the following reports:

— Census 1981: Key Statistics for local authorities, Great Britain, HMSO, 9.10 pounds sterling net, ISBN 0 11 690980 3.

— Census 1981: Key Statistics for urban areas, Great Britain, HMSO, 9.10 pounds sterling net, ISBN 0 11 691064 X. The reports for the North (ISBN 0 11 691061 5), Midlands (0 11 691062 3), the South East (ISBN 0 11 691063 1), and the South West and Wales (0 11 691060 7) are published by HMSO and each costs 7.80 pounds sterling. The report for Scotland costs 6.30 pounds sterling; ISBN 0 11 492397 3.

Order from Order Section, HMSO Books, PO Box 276, London SW8 5DR, England.

NORTH AMERICA

CANADIAN DIVORCE

The Northwest Territories had the biggest increase in divorce of any Canadian province between 1982 and 1983. Divorces there were up by nearly 27 percent. However, the percentage increase may be misleading, because the numbers are small — from 67 divorces in 1982 to 85 divorces in 1983.

On the other hand, Quebec had a decrease of 6.5 percent in divorces, but there were still 17,365 divorces in 1983. The highest rate of divorce is in the Yukon, where there were 394.6 per 100,000 divorces during the course of the year. Because the population is small, however, even that high rate amounts to only 88 divorces.

In Canada as a whole, the number of divorces decreased by 2.7 percent between 1982 and 1983 and the rate per 100,000 people decreased by 3.6 percent.

A demographic profile of 1983 divorces as reported by Statistics Canada shows that the average age at time of divorce was 37.8 years for men and 35.1 years for women. Fifty-three percent of the divorces involved one or more children.

The divorce rate in Canada may peak as the large generation of people in their 20s passes through the age 30 group and as the number of women in the labor force begins to reach its maximum.

As in the United States and other developed countries, the divorce rate in Canada has risen partly in response to the ability of women to be more independent. Women were the petitioners in nearly 65 percent of the 1983 divorce cases.

The accompanying chart is from Statistics Canada. Detailed data on divorce will be published in Marriages and Divorces, Vital Statistics, Volume II 1983 (catalog 84-205). Order from Publications Sales and Services, Room 1710, Main Building, Statistics Canada, Ottawa K1A OT6.

INCOME DISTRIBUTION

Canadian families made no real gains in income between 1982 and 1983. According to preliminary information from Statistics Canada's annual Survey of Consumer Finances, wages and salaries increased by less than the Consumer Price Index.

Highlights of the report, *Income Distributions by Size in Canada, Preliminary Estimates 1983* include:

— The estimated 1983 average family income at $34,479 was about the same as the 1982 average on an inflation-adjusted basis.

— None of the five most populated regions in Canada experienced a significant increase in real family income.

— No group of families had an increase in real average income, regardless of the age of the family head, and the incomes of young families whose heads are younger than age 25 had a 9-percent drop on an inflation-adjusted basis.

— At $19,034, the average income of families headed by females (mostly single-parent families) was about one-half of the $36,351 average received by male-headed families.

For more information, order *Income Distributions by Size in Canada, Preliminary Estimates 1983* (13-206, $5.00 in Canada; $6.00 elsewhere) from Consumer Income and Expenditure Division, Statistics Canada, Ottawa K1A OT6; or telephone the Data Dissemination Unit at (613) 990-9775.

INCOME ON TAPE

A microdata tape containing information on the 1982 income of people aged 15 and over is now available from the Consumer Income and Expenditure Division, Statistics Canada, Ottawa K1A OT6; telephone Robert Allard, (613) 990-9775. The tape costs $300. Data from the 1983 Survey of Consumer Finances from which the income data is taken are also available in published form in *Income Distributions by Size in Canada* (13-207, $11.10.)

Tables providing the geographic distribution of personal income and its main components from 1980 to 1983 are now available from the Gross National Product Division, Statistics Canada, Ottawa K1A OT6; telephone (613) 990-9148.

METROPOLITAN ATLAS LAS

Statistics Canada now has atlases for 12 different census metropolitan areas. The *Metropolitan Atlas Series* contains graphs and maps that illustrate social and economic statistics in each city by census tract. Metropolitan areas covered by an atlas include St. John's, Halifax, Quebec, Montreal, Ottawa-Hull, Toronto, Hamilton, Winnipeg, Regina, Calgary, Edmonton, and Vancouver.

Each atlas is $8.50 in Canada and $10.20 elsewhere. Order from Publications Sales and Service, Statistics Canada, Ottawa K1A OT6.

CANADIAN CABLE

Of Canada's 8.4 million homes with a television, 6.8 million have access to cable and 5.1 million of those subscribe, according to a report in *Canada Today*, published by the Canadian Embassy in Washington.

That makes Canada "the most cabled country in the world," the report says, with about 61 percent of its homes connected to some form of pay television.

The report says that most Canadians have access to more channels than do viewers in New York. In addition to the government-owned CBC French and English channels and private Canadian ones, most have some access to U.S. stations near the Canadian border.

According to the CBC (Canadian Broadcasting Commission), U.S. stations took 31 percent of the English-speaking audience share in 1982-83. CBC had 22 percent, CTV, 31 percent, and other Canadian stations, 16 percent. (CTV is Canada's first privately-owned television network.) ●

DIVORCES AND DIVORCE RATES IN CANADA BY PROVINCE: 1982 AND 1983

	Number of Divorces			*Rate per 100,000*		
Province of Divorce	*1982*	*1983*	*Percent Change*	*1982*	*1983*	*Percent Change*
Newfoundland	625	711	13.8	109.8	123.0	12.0
Prince Edward Island	206	215	4.4	167.8	173.4	3.3
Nova Scotia	2,281	2,340	2.6	267.6	272.3	1.8
New Brunswick	1,663	1,942	16.8	237.9	274.8	15.5
Quebec	18,579	17,365	-6.5	286.6	266.3	-7.1
Ontario	23,644	23,073	-2.4	271.3	261.7	-3.5
Manitoba	2,392	2,642	10.4	231.1	252.3	9.2
Saskatchewan	1,815	2,000	10.2	185.3	201.5	8.7
Alberta	8,882	8,758	-1.4	383.3	372.7	-2.8
British Columbia	10,165	9,348	-8.0	364.3	331.0	-9.1
Yukon	117	88	-24.8	492.9	394.6	-19.9
Northwest Territories	67	85	26.8	142.0	175.6	23.7
Canada	**70,436**	**68,567**	**-2.7**	**285.9**	**275.5**	**-3.6**

Source: Statistics Canada Daily, *Sept. 6, 1984.*

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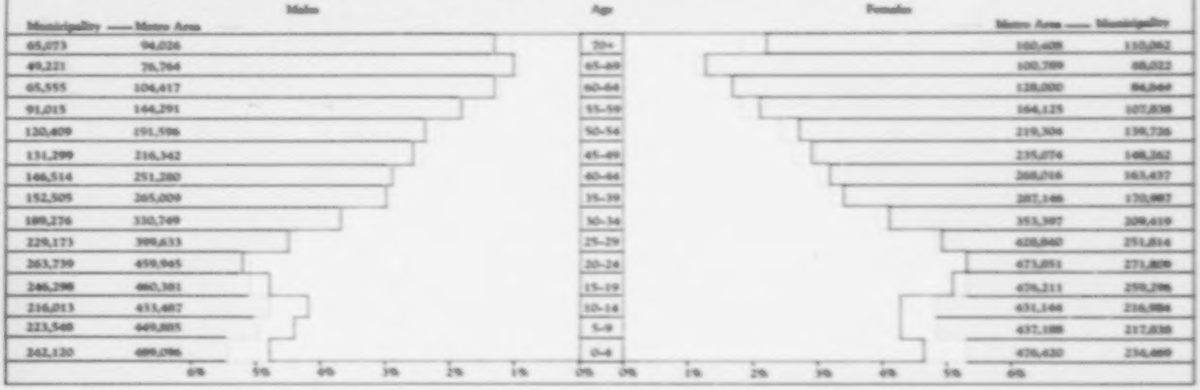
FEBRUARY 1985 VOLUME 4 NUMBER 2

POPULATION OF THE MUNICIPALITY AND THE METROPOLITAN AREA OF RIO DE JANEIRO BY AGE AND SEX: 1980



PROFILE

METROPOLITAN AREA OF RIO DE JANEIRO

"A Cidade Maravilhosa" — the Marvelous City — is what they call her in Brazil. Even in Brazil, as in the rest of the world, Rio has an image of sensual magic and exuberance that few other cities evoke: the carnival, the samba schools, the beaches of Copacabana, Ipanema, and Leblon, beautiful women, and spectacular scenery. It is all part of the glamorous reputation immortalized in movies such as "Black Orpheus."

Yet, beyond the luxury and effervescence of the "Zona Sul" — the Southern District — which dominates the media image of Rio, it is a city with many other faces. It is an industrial city, second in Brazil only to Sao Paulo. It is the largest port after Santos. Rio de Janeiro is also a violent city that has been called the slum capital of Latin America, and a city with immense problems of transportation and infrastructure that is slowly losing its political clout to Brasilia and its cultural and economic leadership to Sao Paulo.

GEOGRAPHIC AND ADMINISTRATIVE DIVISIONS

Most of Rio's 2,497-square-mile metro area occupies a low plain with an altitude of less than 100 feet. However, near the coast in the middle of the municipality of Rio de Janeiro, the scenery is dominated by ice-cream-scoop-shaped peaks. Some, known in English as Sugar Loaf and Hunchback, are tourist attractions. Because of its mountainous terrain, the city consists of patches of urbanized areas, some of which are connected by tunnels. The largest is the Reboucas tunnel that cuts through the Serra da Tijuca, between the "Zona Sul" and the Center.

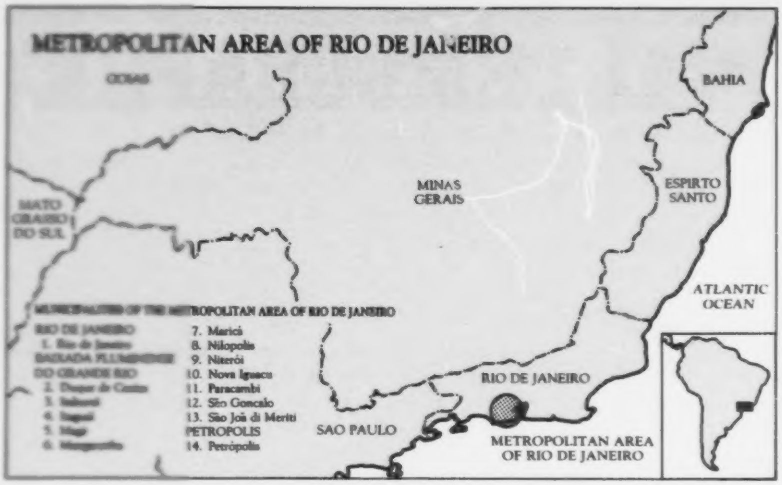
The inaccessibility of the municipality's central portion is one of the reasons Rio's population density is about 25 percent less than Sao Paulo's. Further north, the landscape evens out, giving way to the plains of the so-called "Baixada Fluminense do Grande Rio" around the Guanabara Bay. The only exception is Petropolis, which lies alongside the

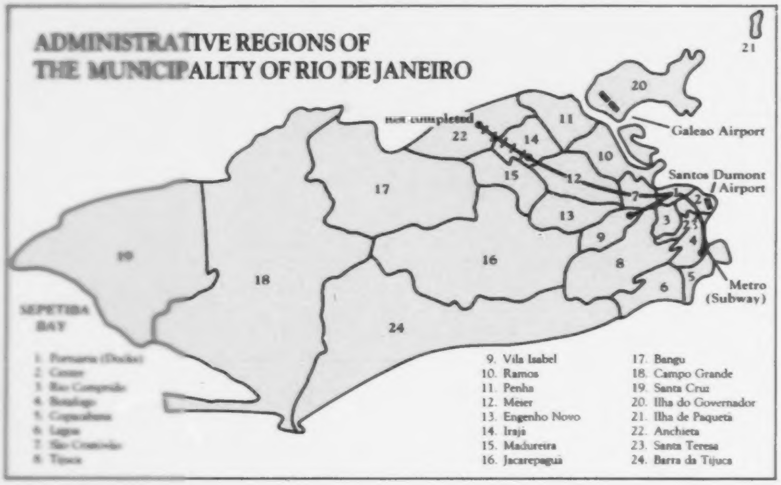
continued

INSIDE

Buyers of English-language materials can be found in all parts of the world. 10

THIS MONTH: RIO


METROPOLITAN AREA OF RIO DE JANEIRO
GOIAS
BAHIA
MATO GRASSO DO SUL
MINAS GERAIS
ESPIRTO SANTO
ATLANTIC OCEAN
MUNICIPALITIES OF THE METROPOLITAN AREA OF RIO DE JANEIRO
RIO DE JANEIRO
1. Rio de Janeiro
BAIXADA FLUMINENSE
DO GRANDE RIO
2. Duque de Caxias
3. Itaborai
4. Itaguai
5. Mage
6. Mangaratiba
7. Marica
8. Nilopolis
9. Niterói
10. Nova Iguacu
11. Paracambi
12. São Goncalo
13. São Joã di Meriti
PETROPOLIS
14. Petrópolis
SAO PAULO
RIO DE JANEIRO
METROPOLITAN AREA OF RIO DE JANEIRO


ADMINISTRATIVE REGIONS OF THE MUNICIPALITY OF RIO DE JANEIRO
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not completed
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Santos Dumont Airport
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SEPETIBA BAY
24
1. Portuaria (Docks)
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4. Botafogo
5. Copacabana
6. Lagoa
7. Sao Cristovao
8. Tijuca
9. Vila Isabel
10. Ramos
11. Penha
12. Meier
13. Engenho Novo
14. Irajá
15. Madureira
16. Jacarepaguá
17. Bangu
18. Campo Grande
19. Santa Cruz
20. Ilha do Governador
21. Ilha de Paquetá
22. Anchieta
23. Santa Teresa
24. Barra da Tijuca

Washington Luis Highway to Minas Gerais, at an altitude of about 2,700 feet, amidst peaks that rise to 7,000 feet.

In this profile the term "Greater Rio de Janeiro" will be used to refer to the metropolitan area of Rio de Janeiro which includes the 14 municipalities.

With a population in 1984 of 9.65 million, Rio de Janeiro is the fourth largest metropolitan area in Latin America, after Mexico City, Sao Paulo, and Buenos Aires. It ranks number 14 in the world.

The 452-square-mile central city contains 5.35 million people who live in 24 administrative regions.

The western area includes the administrative regions of Bangu, Barra da Tijuca, Campo Grande, Jacarepagua and Santa Cruz. While these five contain 70 percent of the land area, only 27.4 percent of the population lives there. There are plans to convert Jacarepagua and Barra da Tijuca into separate municipalities.

Another 4.3 million people live in the 13 surrounding municipalities, especially toward the northwest, north, and in the Niteroi-Sao Goncalo area. Three peripheral municipalities — Nova Iguacu, Sao Goncalo, and Duque de Caxias — have populations of more than a half million people. Nova Iguacu is the ninth largest municipality in Brazil, with important secondary urban areas like Belford Rocho, Mesquita, and Queimados.

The Statistical Yearbook of Rio de Janeiro projects the metropolitan population this year as 10.18 million, and 11.49 million by 1990. According to United Nations projections released in August 1984, Rio de Janeiro will pass Buenos Aires in the next 15 years, becoming the world's ninth largest metropolitan area by 2000, with a population of 13.3 million.

DIVERSITY IN MUNICIPALITIES

To an even greater extent than Sao Paulo, the metropolitan area of Rio de Janeiro is marked by contrasts reinforced by its geography. The area even has several distinct micro-climates because of the mountains.

Less than 40 miles from the sunny beaches of Rio's Southern Zone — breeding ground of the bossa nova and setting for Brazilian television movies — are both the squalid plains of the Baixada Fluminense and the clean mountain air of Petropolis. Petropolis and the areas near it are favored for summer vacations and retirement homes.

While the municipality of Sao Joao do Meriti has a population density of 30,368 people per square mile — one of the highest in Brazil — Mangaratiba has only 124 residents per square mile. Five municipalities — Nilopolis, Niteroi, Rio de Janeiro, Sao Goncalo, and Sao Joao do Meriti — are considered 100 percent urban, while Itaborai is still 79 percent rural.

The sharpest contrasts are social and economic. In 1980, for example, per capita municipal budgets ranged from about $100 in Rio proper to as little as $12.50 in Sao Joao do Meriti. With the exception of Niteroi, Rio is

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surrounded by a solid ring of bedroom communities or dormitory towns.

Niteroi's industries include shipbuilding, but also food processing, textiles, cement, paper, glass, metal, and match industries. Although its shipbuilding is in a slump, Niteroi is still on a par with Rio de Janeiro for most social indicators.

The two coastal municipalities on either side of the metropolitan area — Mangaratiba and Marica have experienced little economic development. Together they contribute less than half a percent to the value added in industrial transformation in the metro area. Marica is famous for its beautiful lagunas, recently declared by the state to be an environmental resort in order to protect them from pollution and real estate development.

Except for Niteroi and Petropolis, living conditions in most of the peripheral municipal regions are similar to those in the city's administrative districts. The Baixada Fluminense is one of the most depressed urban areas in Brazil. Some of its munici-

MUNICIPALITIES OF GREATER RIO DE JANEIRO AND ADMINISTRATIVE REGIONS OF THE MUNICIPALITY, WITH THEIR POPULATIONS, POPULATION DENSITIES, ANNUAL GROWTH RATES, PERCENT OF HOMES CONNECTED TO GENERAL SEWERAGE, AND MEDIAN INCOMES: 1980

Municipality	*Population in 1980*	*Population Density in 1980*	*Annual Rate of Population Growth 70-80*	*Percentage Homes with Gen. Sewer*	*Median Income of All Income Earners*
Duque de Caxias	575,814	3,373/sqm.	2.9%	—%	1.50 m.w.
Itaborai	114,540	564	5.7	9.3	1.16
Itaguai	90,133	446	4.9	14.0	1.40
Mage	166,602	601	4.0	—	1.32
Mangaratiba	13,845	124	1.2	.4	1.30
Marica	32,618	249	3.3	3.8	1.22
Nilopolis	151,588	17,838	1.7	66.4	1.71
Niteroi	397,123	7,908	2.0	64.7	2.41
Nova Iguacu	1,094,805	3,710	4.2	30.3	1.49
Paracambi	30,319	398	1.8	51.5	1.22
Petropolis	242,009	580	2.5	57.7	1.46
Rio de Janeiro	5,090,700	11,255	1.8	77.6	2.29
Sao Goncalo	615,352	6,987	3.6	8.0	1.62
S. Joao do Meriti	398,826	30,368	2.8	—	1.60
Administrative Region					
1. Portuaria	46,113	17,152	−1.0	64.0	1.85
2. Center	55,108	27,175	−0.8	83.2	2.84
3. Rio Comprido	93,941	40,000	−0.3	62.9	2.07
4. Botafogo	267,760	56,727	0.4	90.6	3.88
5. Copacabana	228,252	72,684	−0.5	94.1	4.77
6. Lagoa	216,352	24,039	2.1	76.8	3.08
7. Sao Cristovao	93,828	24,914	0.4	67.0	1.83
8. Tijuca	205,580	12,517	0.7	84.6	3.85
9. Vila Isabel	177,953	35,575	1.2	88.2	3.33
10. Ramos	255,201	43,182	0.8	66.6	1.93
11. Penha	315,674	34,895	1.0	79.7	1.92
12. Meier	411,641	39,514	1.2	77.7	2.64
13. Engenho Novo	207,710	30,553	0.6	87.7	2.78
14. Iraja	273,566	37,732	1.3	84.5	2.18
15. Madureira	277,353	33,774	0.4	82.8	2.20
16. Jacarepagua	326,594	3,161	3.1	73.2	2.04
17. Bangu	530,238	12,841	3.6	78.1	1.76
18. Campo Grande	333,924	2,801	3.8	58.2	1.73
19. Santa Cruz	151,301	2,358	5.0	48.7	1.73
20. Ilha do Gov	171,140	10,886	4.9	80.7	2.72
21. Ilha de Paq	2,252	4,077	−3.6	81.6	1.89
22. Anchieta	337,572	21,264	3.8	74.7	1.90
23. Santa Teresa	61,586	31,448	−0.5	79.1	2.58
24. B. da Tijuca	50,061	—	—	26.9	2.26

Note: 1 m.w. = 1 minimum wage = roughly 50 dollars/month.

Sources: Fundacao IBGE, Censo Demografico de 1970 e 1980 FAPERJ, Anuario Estatistico do Estado do Rio de Janeiro, 1981.

palities have rubber or oil refining industries, but others are nearly devoid of any local economic activity.

Typically 80 percent of the streets in municipalities such as Duque de Caxias and Sao Joao do Meriti are unpaved. There are only 11 telephones per 1,000 residents of the Baixada Fluminense, excluding Niteroi.

According to UNESCO data, it is also one of the most violent areas of the world. In the early 1970s, it was notorious for the activities of the Death Squadrons — groups of policemen who, in their off hours, executed political adversaries and common criminals in the slums of Baixada. The Death Squadrons have nearly disappeared now, but the violence has not. In the first four months of 1983, the municipality of Sao Goncalo — population 600,000 — had 50 homicides, a significantly higher rate than that of New York City.

Although the city of Rio's living conditions are generally better than those of Baixada, there are striking differences between the upper- and middle-class districts (the Center, Botafogo, Copacabana, Tijuca, and Lagoa) and working-class areas in the north and west of the city.

While the upper- and middle-income districts are interspersed with slums, a 10-mile radius from the city is almost entirely taken up by low-income neighborhoods. Infrastructure and facilities are concentrated in the Center and the Southern Zone. Of the 239 restaurants listed in a popular Brazilian tourist guide, 203 are in the area around the Center, Copacabana, Lagoa, Botafogo, Tijuca, and Santa Teresa, where only 20 percent of the population lives. The same holds for 71 of 77 hotels, 39 of 45 cinemas, and 50 of 56 theaters.

The administrative regions and municipalities located within a six-mile radius of the Center hold slightly more than 30 percent of the metropolitan population, but over 50 percent of the total income. The only areas to break this pattern of social segregation are Barra da Tijuca and — to a lesser extent — Jacarepagua, which are emerging upper- and middle-class settlements further to the west along the coast.

Copacabana, with over 70,000 residents per square mile, is one of the world's most densely populated neighborhoods. Santa Teresa, perched on a steep hillside near the Center, with its cobblestone streets and traditional streetcars, used to be a refuge from the yellow fever for the Imperial aristocracy. Today, it houses many artists and intellectuals; in terms of social indicators, it is more or less intermediate. The same is true of some other mixed neighborhoods like Vila Isabel, Engenho Novo, and Ilha do Governador (Governor's Island).

Although Sao Cristovao was once a wealthy upper- and middle-class district, today it is a predominantly industrial and working-class area, with the exception of a few remaining upper-class neighborhoods like Alto da Boa Vista.

The northern districts, Ramos, Penha, Iraja, Madureira, and Bangu are home to 47 percent of the city's population. They have little to offer the occasional visitor except the samba schools.

Like Sao Cristovao, Ramos, Penha, and Madureira contain much industry, making them the most polluted districts within the metropolitan area. Meier and Madureira are secondary commercial centers, next in importance to Tijuca, Copacabana, and the City Center.

The worst living conditions are found in the distant administrative regions of Campo Grande and Santa Cruz, on the other side of the mountains and more than 25 miles from the City Center. Ironically, Santa Cruz is also the location of the "Casa da Moeda," the Brazilian equivalent of Fort Knox, where the government processes and stores its gold stock. There have been proposals to use this area to grow food for Rio de Janeiro, but now a new in-

TIPS ON TRENDS

SLOW GROWTH

Singapore's population continues to grow, but at only about 1 percent a year. Total population at the end of December 1983 was 2,516,600, up from 2,488,400 at the end of 1982.

Source: Singapore Demographic Bulletin

MOTHERHOOD IN EUROPE

While U.S. marketing researchers are just discovering the older first-time mother who buys only the very best for her child, the older mother has been the norm for some time in most northern European countries.

In Sweden, for example, the average age for a woman to have her first child increased from 24.4 years in 1974 to 26.2 years in 1982.

And the number of children is also decreasing, so that the mother has more to spend on each of her children. The more recently a woman was born, the less likely she is to have a third child within a certain space of time. While 20 percent of women born between 1936 and 1940 had had at least three children before the age of 30, only 14 percent of those born between 1946 and 1950 had three children by the same age.

Source: "Fertility Survey in Sweden, 1981," a 1984 publication from the World Fertility Survey.

EDUCATION'S FUTURE

As people see the opportunity to increase their standard of living through education, the first beneficiaries are usually teenagers. A good example is Thailand.

In 1971, only 11 percent of Thai girls between the ages of 15 and 19 were not in the labor force because they were in school. By 1981, that percentage had risen to 21 percent, a significant increase in numbers because the population in Thailand is fairly young. According to a recent publication of the UN Economic and Social Commission for Asia and the Pacific, "The statistics on education suggest that more and more families are investing in the education of their children. If over a quarter of teenagers aged 15 to 19 are now in school and the main reason is their need for education for competing on a salaried labor market, then it is probable that much more than a quarter of all families are planning to invest in the education of their children." ●

(Population Research Leads, No. 17, ESCAP)

dustrial complex with primarily large factories is being built as part of the Port of Sepetiba development project. Businesses are moving from the Center City to benefit from lower land prices and opportunities for expansion.

POPULATION GROWTH

The metropolitan area grew fastest in the 1950s — about 4.3 percent a year. Since then urban expansion has slowed. During the past decade, Rio grew at 2.45 percent a year, compared with the slightly higher growth rate of 2.49 for Brazil.

Like most metropolitan areas, Rio's suburbs are its growth area. Some of the City's central areas such as the Docks, the Center, Rio Comprido, Santa Teresa, as well as Copacabana, the oldest part of the Southern Zone, have actually lost population because slums have been removed. Botafogo, Sao Cristovao, Tijuca, Engenho Novo, and Madureira are practically stagnant. Further west, the Lagoa area, with the beaches of Ipanema and Leblon and its famous Botanical Garden, still maintains moderate growth. Despite the fact that land prices in this area are among the highest in the municipality, new middle-class apartment buildings are making their way up the hillsides, some of which used to be covered by slums.

While some industries — and jobs — are moving west to the Sepetiba Bay area, by far the most rapid residential expansion is taking place in two areas. The first is Ilha do Governador and Barra da Tijuca, as a result of middle-class flight from the crowded and expensive Zona Sul. Barra da Tijuca is a product of the last decade, and while its infrastructure still leaves a great deal to be desired, it is rapidly becoming a suburban community for the upper-middle class, favored by land prices much lower than the Lagoa area or Copacabana.

The second high growth area involves the administrative regions of Anchieta, Bangu, Campo Grande, and Santa Cruz and the peripheral municipalities of the metropolitan area. The growth in these areas involves mainly low-income groups, some of whom were expelled from slum areas close to the center.

INSIDE INFORMATION

THE CARIOCAS VS THE PAULISTAS

Comparisons between Rio de Janeiro and Sao Paulo are a favorite pastime for both Cariocas and Paulistas, as their residents are called. The Carioca is supposedly easy going and informal, taking time to enjoy the small pleasures of life. The tricks of the "malandro carioca" — the good-humored crook — are part of Brazillian folklore.

By contrast, the Paulistas are considered cold, businesslike, and worried about getting ahead. Apparently they are successful in their pursuit because in terms of most social indicators, Sao Paulo is wealthier than Rio. Although the population of the metropolitan area of Rio de Janeiro is more than 70 percent of Sao Paulo's, its total Value Added Tax collected on economic activities in the area is only 35 percent. In the City, median income amounts to about $115 a month, compared with Sao Paulo's $124. Rio has 190 motor vehicles per 1,000 residents; Sao Paulo, 226. Rio has less than half the number of cinemas and only 60 percent of the bank agencies of Sao Paulo. Only its number of telephones per capita is slightly higher — 203 per 1,000 population compared to 191 per 1,000 in Sao Paulo. •

—Ralph Hakkert

The peripheral municipalities of Rio de Janeiro, which held only 24 percent of the metropolitan population in 1940, now account for about 45 percent. The population expansion of the Baixada is often described as a "swelling" process, because it is not accompanied by local economic activities. On the whole, the fastest-growing municipalities tend to be the least dynamic ones in economic terms. Low land prices due to insufficient infrastructure and government-housing programs are two things that attract poor families to these areas.

COMPONENTS OF GROWTH

Rio's vital statistics are not as well organized and reliable as Sao Paulo's. Nevertheless, some estimates can be made based on 1980 census results. The State of Rio de Janeiro now has the lowest total fertility rate in Brazil. The average number of children a woman in one of its urban areas will have borne by the end of her reproductive period (total fertility rate) is 2.8 children, compared to a national rate of 4.2 children.

The crude birth rate of the metro area in 1980 was slightly under 25 per 1,000 -- close to 20 per 1,000 in Rio de Janeiro and Niteroi, and approximately 30 per 1,000 in some of the peripheral municipalities like Itaborai, Itaguai, Nova Iguacu, and Duque de Caxias.

The life expectancy of the State of Rio de Janeiro was about 64 years in 1980, somewhat higher than the national average of 61.

Although fertility is the most important component of population change everywhere in the metropolitan area, some places also grow because of migration. Over the past decade, for example, Itaborai grew 5.7 percent, with 2.4 percent of it from in-migration. Other municipalities growing from migration were Itaguai, Nova Iguacu, Mage, and Sao Goncalo. On the whole, 15 percent of metropolitan residents interviewed in the 1980 census had been living where they were interviewed less than ten years. More than a quarter of residents in Itaborai and Itaguai had moved there in the past decade. The municipalities with the smallest percentages of recent migrants are Rio de Janeiro proper and Petropolis, with only about 10 percent each.

While it is common wisdom that most people in the Baixada Fluminense are from the Brazilian Northeast, in fact most migrants from the Northeast head directly for the city proper. About three-quarters of the recent migrants in the Baixada had their previous residence inside the State of Rio de Janeiro. Only in Duque de Caxias are a large number from the Northeast.

The low fertility and declining migration to the metropolitan area are reflected in relatively small household sizes and an age structure that is rapidly becoming older. In 1980, the metropolitan area counted 2.2 million households and the municipality, 1.3 million. Their average sizes were 3.8 and 3.6 persons respectively, relatively small by Brazilian standards. Larger households of just over 4 persons each are typical of Itaborai, Itaguai, Mage, and Marica. In the city proper, larger household sizes of 4 persons are also common in the poor districts such as Santa Cruz, Campo Grande, Bangu, and Anchieta, whereas smaller households of 2.5 to 3 people predominate in the Center, Copacabana, Botafogo and Santa Teresa.

By Brazilian standards, Rio's population is old, with a median age of 26.6 years in the city and 24.6 years in the metropolitan area, compared to a national average of 20.8 years. Nearly 6 percent of the City's population has reached retirement age, a small share compared with the U.S. figure of 11 percent, but more than the Brazilian national average of 4.4 percent. The peripheral municipalities have only 3.6 percent of their population in retirement.

ETHNICITY, RACE, AND RELIGION

Although its migrants come from everywhere there is still a strong African element in Rio left over from the 18th and 19th centuries when it was a slave trade center. The 1980 census classified 10 percent of the metropolitan population as "black," more than the approximately 4 percent registered for Sao Paulo and the southern states. Only Bahia, Brazil's most African state, had a slightly higher percentage.

On the other hand, Rio has comparatively little racial mixture. Only 29 percent of the metro population was classified as of "mixed descent," next to a national figure of 39 percent and about 65 percent in the Northeast.

The percentages vary between municipalities and neighborhoods. While the black and mixed population accounts for less than 25 percent in the Center, the Zona Sul, and Petropolis, it forms the majority in Duque de Caxias, Itaborai, Mage, Mangaratiba, Nova Iguacu and Sao Joao do Meriti. On the whole, the City of Rio de Janeiro proper is "whiter" than the periphery, but areas such as Ramos, Penha, Bangu, Campo Grande, Santa Cruz, and Anchieta nevertheless have more than 40 percent black and mixed populations. The whitest neighborhood is Copacabana, where only 3.7 percent of the population was classified as black and 9.8 percent as of mixed descent.

The metropolitan population is 97 percent Brazilian-born. The largest foreign community — 144,400 — is that of the Portuguese, who have a special legal status, facilitating their immigration. Next come the Spaniards at 12,700, Italians at 12,200, and German, Argentinian, and Japanese citizens. There were about 2,500 U.S. citizens in Rio in 1980.

The African influence is also reflected in religion. While the metro area is 80 percent Roman Catholic, Rio is one of the country's principal centers for African religions. Slightly more than 232,000 people — mostly in poorer neighborhoods — are declared followers of African cults. There are about 429,000 Protestants in the State of Rio, one of the largest traditional Protestant communities in the country. There were 286,000 Pentecostals in 1980s, mostly in the peripheral municipalities. Rio has a small traditional Jewish population that lives almost exclusively in the districts of Botafogo, Copacabana, Lagoa, Tijuca, Vila Isabel, and Barra da Tijuca.

HOUSING

Unlike Sao Paulo's slums which are concentrated near the edges of the city, Rio's are visible even on hillsides overlooking the richest neighborhoods where they are bound to be noticed by the most casual visitor. For this reason, Rio's slums have been studied a great deal.

The largest proportions of favela or slum populations are found in Ramos, Sao Cristovao, the Docks,

TIPS ON TRADE

VIDEO IN THE U.K.

Twenty-two percent of households in the United Kingdom now have a VCR and 10 percent of all viewing is of programs recorded from regular television fare. Households with older housewives — those aged 55 to 64 — and younger ones — those under age 25 — are slightly more likely to play back programs. Household size does not seem to be a factor except that single-person households are slightly less likely to play back programs. The presence of children in the household appears to have no effect on the use of the VCR.

Source: AGB Research, London.

CHINESE CONSUMPTION

Beer consumption in China is up. While beer production has increased 20 percent, supply cannot keep up with demand. Motorcycles are also in short supply, especially in rural areas. The government is emphasizing modernization of factories to produce such things as household appliances, apparel, and plastic and chemical products for mass consumption. Agri-services are also in demand.

Source: Asia Cable, San Francisco.

EUROPEAN VINOPHILES

Consumption of high-quality wine is rising in northern Europe as wine becomes the fashionable drink to buy. Largest increases are shown in Denmark, Germany, and the United Kingdom. On the other hand, reports the Economist Intelligence Unit, consumption in southern Europe is falling, as fashion veers away from wine to beer and spirits or completely away from alcohol. The French and Italians, long topping the league of wine consumers, still drank a lot of wine in 1983 (85 and 83 liters respectively). But that is a fall for the French from 94 liters and the Italians from 87 liters in 1978. •

Source: Economist Intelligence Unit, London.

and Rio Comprido, but a substantial number also exist in the Lagoa area in the Zona Sul. Rio's largest and most traditional slum, in fact, is Rocinha, located between Leblon and Gavea, on the western end of the Lagoa district. Although seriously deficient in its infrastructure, this slum is privileged in some ways because it has been chosen by international organizations like UNICEF and "Terre des Hommes" as a testing ground for experimental social projects.

Whether constructed legally or illegally, most homes in the metro area are owner occupied. Only in the municipality of Nilopolis and the administrative regions of the Docks, the Center, Rio Comprido, Madureira, Ilha de Paqueta and Santa Teresa do fewer than 50 percent of people own their homes.

Real estate development of residential areas is concentrated in Engenho Novo, Botafogo, Vila Isabel, Tijuca, Lagoa, Barra de Tijuca, and Jacarepagua. Taken together they accounted for about 75 percent of all commercial housing units marketed in 1980.

Basic sanitation has improved in the last decade. In 1980, 98 percent of all households in the municipality had electricity, 88 percent had running water and 78 percent had sanitary installations. In some of the outlying districts, this represents a dramatic improvement over the situation in 1970. In Campo Grande, where the infrastructure is now being expanded because of the Sepetiba development project, the percentage of households with running water increased from 12.4 percent to 77.2 percent, and the percentage of those with sanitary installations from 2 percent to 58 percent.

Expansion of sewerage also occurred in Iraja (to 85 percent); Madureira (to 83 percent), Jacarepagua, Barra da Tijuca, and Bangu (to 78 percent); Santa Cruz (to 49 percent); Ilha do Governador (to 81 percent); and Anchieta (to 75 percent). Still the most deficient areas are Campo Grande, Santa Cruz, the Docks, Rio Comprido, Sao Cristovao, and Ramos. Their situation, however, is still one of relative privilege compared to the Baixada Fluminense, where three municipalities (Duque de Caxias, Mage, and Sao Joao do Meriti) have no general sewerage at all, and only 50 percent of homes in Niteroi, Nilopolis, Paracambi, and Petropolis are served.

ECONOMIC ACTIVITY OF THE EMPLOYED, BY SEX: GREATER RIO DE JANEIRO, 1980

Type of Activity	*Males*	*Females*	*Total*
Agriculture, Forestry and Fishing	36,412	2,830	39,242
Manufacturing Industries	480,681	153,535	634,216
Building and Construction	295,953	8,540	304,493
Other Industrial Activities	54,054	7,155	61,209
Commerce	296,088	123,021	419,109
Transport and Communication	223,712	28,416	252,128
Services	431,171	474,089	905,260
Social Services	130,920	234,910	365,830
Public Administration and Defense	212,443	44,066	256,509
Other Activities	125,758	51,853	177,611
Total	2,287,192	1,128,415	3,415,607

Source: Fundacao IBGE, Censo Demografico de 1980.

Running water reaches over 70 percent of households in Niteroi, Nilopolis, and Petropolis, but less than 35 percent in Itaborai, Itaguai, Mage and Marica. Electricity distribution is better with a low of 60 percent of households in Mangaratiba and 65 percent in Marica.

EDUCATION

Rio de Janeiro is still the cultural center of Brazil, although losing some of its importance to Sao Paulo. The City has five universities: two federal, two private, and one maintained by the state. About 63,000 students are enrolled, with a scientific staff of 8,000. In addition, there is a large federal university in Niteroi with an enrollment of nearly 20,000, a small federal rural university in Itagua with 3,000 students, and a Catholic university in Petropolis, also with about 3,000 students. The City has a famous Naval Academy, a Superior War College, and an elite high school, the Colegio Dom Pedro II.

In 1980, more than 300,000 residents of the metro area had university degrees, nearly 5 percent of the metro population aged 10 and over. These degree holders represented 18 percent of the university-educated population of Brazil.

Nearly 16 percent of the metro population had completed high school, 31 percent eight years of primary education, and 66 percent at least the first four grades of primary school. The literacy rate of the metro area is 84 percent, higher than the national figure of 74 percent, but lower than some areas in the south of Brazil.

The most literate municipalities are Rio de Janeiro and Niteroi (88 percent), and Nilopolis (86 percent). Within the City, literacy rates reach 95 percent in Copacabana, 94 percent in the Center and Botafogo, and 93 percent in Vila Isabel. In the Lagoa area, generally upper-middle class, but interspersed with slums, it is only 89 percent. The lowest literacy rates are found in Itaborai, 65 percent, and Marica and Mangaratiba, 69 percent.

The City is the most literate in general, with even the lowest literacy reaching 78 percent in Santa Cruz.

The present state government in Rio, led by Governor Leonel Brizola, is trying to upgrade the public schools to the standard set by private schools. In statistical terms, however, the differences are not as large as in some other cities. In 1980, the metro area had a total enrollment of 1.6 million children in 5,800 primary schools (eight years in Brazil). Forty-six percent were in municipal schools, 34 percent in private schools, 20 percent in state schools. Student-teacher ratios in all schools were routinely 24 to 1. In secondary schools, the ratio was slightly over 14 to 1 in state and private schools, but more than 19 to 1 in municipal ones. The fact that 66 percent of high school students were enrolled in private schools in 1980 is an indication of the failure of the state and municipal school systems to provide good services.

TRANSPORTATION

Rio's transportation problems are compounded by its geography. While the Zona Sul now has good access to the Center through several tunnels, the same is not true of outlying areas. A trip by public transport from Santa Cruz to Copacabana takes about 2 hours and 20 minutes.

The area formed by the Center, Tijuca, Sao Cristovao, Botafogo, Copacabana, and Lagoa holds about 30 percent of the economically active population in the municipality, but nearly 60 percent of its jobs, requiring a massive daily movement, most of which takes place by public transport. The concentration becomes even more evident if the neighboring municipalities such as Nilopolis, Sao Joao do Meriti, and Mage are taken into account. While the majority of the workers of Niteroi and Sao Goncalo and a substantial number of those in Duque de Caxias work in their own towns, Nilopolis, Sao Joao do Meriti, Nova Iguacu, and Mage are largely commuter towns.

LABOR FORCE AND INCOME

Although Rio de Janeiro's industrial complex is the second largest of Brazil after Sao Paulo, the most important employment category is services, which account for nearly 27 percent of all jobs in the metro area. Many banks and other businesses have their headquarters in Rio even though their operations may be concentrated in areas as far away as the Amazon region.

POSSESSION OF CONSUMER DURABLES FOR HOUSEHOLDS IN PERMANENT DWELLINGS IN THE METROPOLITAN AREA OF RIO DE JANEIRO AND IN THE ADMINISTRATIVE REGIONS OF THE MUNICIPALITY: 1980

		Percentage of Households in the Possession of:						
Municipality	*Households*	*Electricity*	*Radio*	*Refrigerator*	*B&W TV Only*	*TV Color*	*Private Car*	*Telephone*
D. de Caxias	133,252	93%	81%	74%	64%	14%	13%	5%
Itaborai	24,190	70	79	51	51	6	11	1
Itaguai	19,928	86	81	63	56	9	14	2
Mage	37,111	76	77	56	56	8	10	1
Mangaratiba	3,269	60	81	52	45	13	14	3
Marica	7,194	65	86	52	50	10	17	0
Nilopolis	36,199	98	86	88	64	26	17	10
Niteroi	97,908	97	91	89	39	51	37	32
Nova Iguacu	246,722	94	81	75	66	5	12	5
Paracambi	6,368	92	83	71	60	11	13	3
Petropolis	56,827	94	88	74	59	24	28	18
R. de Janeiro	1,301,073	98	91	90	46	45	33	33
Sao Goncalo	141,802	96	84	83	65	20	17	5
S. J. do Meriti	93,780	97	83	82	69	16	12	7
Administrative Region								
1. Portuaria	12,177	98	88	83	55	30	14	13
2. Center	20,019	98	92	90	44	46	18	34
3. Rio Comprido	24,582	97	91	87	48	40	25	31
4. Botafogo	80,231	98	95	96	27	67	48	67
5. Copacabana	75,888	98	95	97	20	75	48	77
6. Lagoa	59,104	98	92	90	26	64	54	66
7. S. Cristovao	23,746	97	88	85	53	34	22	22
8. Tijuca	55,389	98	96	95	24	34	54	66
9. Vila Isabel	48,204	98	96	96	29	67	50	59
10. Ramos	64,015	98	88	86	52	37	24	22
11. Penha	77,932	98	90	91	54	38	24	18
12. Meier	105,686	98	91	90	48	44	30	25
13. Eng. Novo	53,949	98	95	95	36	59	42	44
14. Iraja	68,881	98	92	92	49	45	29	23
15. Madureira	71,940	99	92	93	50	44	28	23
16. Jacarepagua	76,179	97	90	90	50	41	35	27
17. Bangu	123,222	98	87	88	63	26	20	12
18. Campo Grande	74,329	96	83	84	65	18	20	11
19. Santa Cruz	33,251	95	79	76	63	14	15	8
20. Ilha do Gov	42,791	98	91	91	37	54	44	35
21. Ilha de Paq	583	99	94	93	47	47	3	39
22. Anchieta	79,685	97	90	89	59	32	21	13
23. Santa Teresa	17,911	98	91	90	46	42	29	36
24. B. da Tijuca	11,379	93	91	84	25	59	61	58

Source: Fundacao IBGE, Censo Demografico de 1980.

Tourism is also important. Rio is the usual port of entry to Brazil. In 1980, a total of 387,000 tourists disembarked in Rio, especially Argentinians (35 percent), U.S. citizens (16 percent), Germans (6 percent), and Italians (4 percent). Violent crime detracts from the city's public image. In 1983, Rio registered 3,133 homicides and 16,500 armed assaults, with 161 resulting in deaths. These numbers are low compared with Sao Paulo, but Rio's image is particularly vulnerable because of the tourist industry.

Among women, services account for about 42 percent of employment. A considerable part of this sector is taken up with domestic service. Taking only the resident domestic servants into account, there are 243 per 1,000 households in the Lagoa area, 226 per 1,000 in Barra da Tijuca, and 206 per 1,000 households in Copacabana. In Mage, there are only .4 per 1,000 households, 2 per 1,000 in Sao Joao do Meriti, and 3 in Duque de Caxias and Nova Iguacu.

With nearly 19 percent of the employed, manufacturing is the second largest sector.

A remarkable aspect of Rio's employment structure is the relatively large number, especially men, of those working in public administration and defense. To some extent, this is a holdover from the time when Rio de Janeiro was the capital of Brazil. Many government institutions are still headquartered there. Rio is also a major military base for the nation's army, navy, and air force.

Complete income data by municipality are available for 1980, but they may be high because many workers have suffered wage cuts in the past three years. In 1980 median wage per month varied from about $58 in Itaborai and $61 in Paracambi to $120.50 in Niteroi and $114.50 in the City of Rio. Within the City, the highest median incomes — about $238.50 — were earned in the administrative region of Copacabana, and the lowest — about $86.50 — in Santa Cruz and Campo Grande.

CONSUMPTION

While Brazilians consider Rio an expensive place to live, it is cheaper than many of the world's other major cities.

A 1974 survey of family expenditures in Rio found that a typical family in the metro area divided its consumption as follows: 28.5 percent on food, 23.6 percent on rent and utilities, 7.6 percent each on transport and clothing, 6.7 percent on household products, 4.3 percent on health care, and 21.7 percent on other things.

The numbers vary depending on social strata. In the State of Rio de Janeiro, food expenditures formed 43.5 percent of the consumption of blue-collar workers, but only 17.6 percent among the families of employers and professionals.

> **"RADIOS, REFRIGERATORS, AND TELEVISION SETS ARE NOW COMMON IN THE HOMES OF EVEN POOR FAMILIES."**

Despite the relatively high proportion of working-class family budgets spent on food, the possession of consumer durables has increased in the past decade. Radios, refrigerators, and television sets are now common in the homes of even poor families. At least 50 percent of the households in all municipalities in the Rio metro area had these items in 1980. Only the private car and the telephone continue to be privileges of the upper- and middle-classes. In 1974, it was calculated that the median family budget of families that owned a television or refrigerator was about $3,800 per year. For those with a private car, it was almost $8,000. It is only in the administrative regions of Botafogo, Copacabana, Lagoa, Tijuca, Vila Isabel, and Barra da Tijuca that more than 50 percent of the homes possess a telephone.

SOURCES OF INFORMATION

The statistical sources for the metro area are almost exclusively in Portuguese. The data in this profile were obtained primarily from the 1980 Demographic Census (four volumes), published by the Brazilian Census Bureau, Fundacao IBGE, Avenida Franklin Roosevelt 166, Rio de Janeiro, and from the Statistical Yearbook of the State of Rio de Janeiro, published by the FAPERJ, Avenida Erasmo Braga 118, 6th Floor, Rio de Janeiro. The Brazilian census is available at the U.S. Bureau of the Census. Those interested may contact the specialist, Linda Peterson, at (301) 763-4086.

For certain economic data, the 1980 Economic Censuses may prove useful. The four volumes are Agriculture, Industry, Commerce, and Services.

Further Portuguese language publications of some interest are the "Guia do Investidor" (Investor's Guide) and the monthly "Boletim de Conjuntur," both published by the state government. These are economically oriented, but sometimes contain demographic and other data as well.

Two publications in English that give background information are *The Myth of Marginality*, by Janice E. Perlman, published by the University of California Press (mainly on slums and housing policy) and the chapter, "Toward a Development Strategy for Grande Rio de Janeiro," by David M. Vetter and Ana M. Brasileiro, in volume 6 of the *Latin American Urban Research Series* (1978) published by Sage, mostly on urban planning. Further reference materials on Brazil available within the United States are found in the May 1982 issue of *International Demographics*, Volume 1, Number 2 available for $14 from American Demographics, Inc., P.O. Box 68, Ithaca, NY 14851. •

—Ralph Hakkert

The author thanks Antonio Gomes and Carlos Tisseki Gondo for their assistance in preparing several of the tables and assorted data that appear in this article.

COMING UP

Although vulnerable, Colombia's reputation as a politically and financially stable democracy in Latin America gives it potential as an attractive consumer market.

European women can be divided into six distinct categories of consumers based on their household type.

PUBLICATIONS

Fertility and Family, 1984, New York: United Nations, 476 pp. (Sales No. E.84.XIII.7) Order from United Nations, Sales Section, New York, NY 10017.

In January 1983, an interdisciplinary group of experts on fertility and the family met in New Delhi, India. One of four expert groups commissioned by the UN's Economic and Social Council to examine critical, high-priority population issues in preparation for the 1984 International Conference on Population, the fertility and family group produced the report and background papers contained in this volume. Charged with studying the demographic issues as they relate to economic, social, and political factors, the meeting of experts also confirmed the validity of the objectives of the 1974 World Population Plan of action and recommended actions designed to achieve those objectives.

Part One of the volume comprises the report of the group, covering five topics: fertility response to modernization; family structure and fertility; choice with respect to childbearing; reproductive and economic activity of women; and goals, policies, and technical cooperation. The report concludes with a list of nearly 50 recommendations for action in specific areas: population policy, family planning, the condition of women, adolescent fertility, management and training, international cooperation, and research.

Part Two contains the background papers for the meeting, which review recent research on fertility and the family and the policy concerns that have arisen since 1974. After a general overview, the background papers are grouped into three subject areas: fertility determinants; marriage, family roles, and fertility; and policy implications.

This volume made a valuable contribution to the 1984 International Conference on Population, and promises to continue as a useful tool for future research on fertility and the family in the 1980s.

Policies and Politics in Western Europe: The Impact of the Recession, edited by F. F. Ridley, 1984, Dover, New Hampshire: Croom Helm Ltd., 221 pp., $25.00. Order from Croom Helm Ltd., 51 Washington St., Dover, NH 03820.

How has the international recession affected the policy-making of Western European governments? Although all face similar problems — inflation, unemployment, industrial restructuring, energy shortages, and economic stagnation — governmental response to these pressures has varied from nation to nation. This book examines the current policies and politics of five Western European countries — Britain, France, Germany, Italy, and Sweden.

Editor Ridley introduces the volume with an essay on policy studies, which provide "a window on how the political system works." Knowledge of a nation's policy-making process leads to an understanding of the issues that confront that society and the possible solutions to them, explains Ridley.

The body of the book consists of detailed analyses of the policy-making of each country in turn. A concluding chapter provides a comparative overview of recent European political experience, an experience that reflects the economic difficulty of the times. In each country the need to control the government's budget deficit is the central aim of fiscal policy. To deal with this problem, each government advocates the curbing of public expenditure rather than the increase of revenue. As contributor Peter Walters sums it up, "Whatever the political complexion of the government in office, fiscal conservatism is everywhere justified as a fundamental precondition of lasting economic recovery."

Although ostensibly written for students of European government and political science, this book is valuable reading for anyone doing business in Western Europe. •

FEATURE

INDEX OF POTENTIAL ENGLISH READERSHIP

Readers frequently ask *International Demographics* how many people in foreign countries speak English. But when we ask them why they want to know, we learn that what they really need is an estimate of how many people in a country will buy English-language materials. The two questions are quite different.

In an attempt to answer the latter question, *International Demographics*' research editor, Sam Fridman, constructed an Index of Potential English Readership — P.E.R. for short.

The index takes many demographic and socioeconomic factors into account, including such things as newspaper circulation, the number of books in the English language published within a country, the circulation of weekly and monthly periodicals per population aged 15 and over, the number of Americans in the country according to the 1970 census, and whether the English language is the only language in the country, one of two or more official languages, a language used in business and government circles or a commonly-spoken language.

Such additional items as the immigration from English-speaking countries and whether a country is or was a member of the British Commonwealth were also factored in.

The resulting numbers are estimates of the number of people per thousand population who may purchase English-language materials. While the estimates for most countries are plausible, Fridman said he reserves judgment on the estimates for Eastern bloc countries because of a dearth of information on which to base them.

On reviewing the estimates some readers may believe they are low for some countries. They may question, for example, why the index for the United Kingdom is only 329.1 people per thousand, or about 18.3 million people. The index takes into consideration only people aged 15 and over. It includes only people who are economically able to purchase materials in the English language. It also takes into account the fact that a household normally subscribes to only one copy of a newspaper or a weekly or monthly periodical, and buys only one copy of a book. Thus, even if every household in a country of 50 million people bought English-language materials, if average household size was 2.3 people, the Potential English Readership would be no more than 21.7 million. And the 21.7-million estimate does not take into consideration illiteracy, other languages spoken or read, children, and the elderly.

The list below provides *International Demographics'* estimates of the number of people per thousand who may actually purchase English-language materials, country-by-country, for about 150 countries. •

POTENTIAL ENGLISH READERSHIP (PER)

Country	*PER/thousand Pop.*
AFRICA	
Burundi	1.8
Comoros	1.5
Ethiopia	1.5
Kenya	6.4
Madagascar	1.5
Malawi	4.0
Mauritius	11.6
Mozambique	1.6
Reunion	6.6
Rwanda	2.0
Somalia	1.4
Uganda	1.5
Tanzania	2.6
Zambia	7.6
Zimbabwe	25.2
Angola	1.4
Central African Rep.	1.7
Chad	4.6
Congo	1.7
Equatorial Guinea	4.6
Gabon	6.1
Cameroon	1.7
Zaire	1.6
Algeria	1.6
Egypt	2.2
Libya	2.6
Morocco	1.9
Sudan	1.5
Tunisia	2.1
Botswana	22.1
Lesotho	5.0
Namibia	1.3
South Africa	52.1
Swaziland	15.0
Benin	1.7
Cape Verde	2.2
Gambia	3.5
Ghana	2.3
Guinea	1.3
Guinea-Bissau	1.6
Ivory Coast	2.4
Liberia	8.1
Mali	1.5
Mauritania	1.5
Niger	1.6
Nigeria	2.0
Senegal	2.0
Sierra Leone	2.8
Togo	1.8
Upper Volta	1.5
LATIN AMERICA	
Barbados	218.7
Cuba	1.3
Dominican Republic	13.1
Guadeloupe	8.1
Haiti	2.3
Jamaica	171.2
Martinique	8.7
Puerto Rico	91.7
Trinidad & Tobago	166.9
Costa Rica	33.3
El Salvador	8.6
Guatemala	8.3
Honduras	16.9
Mexico	21.4
Nicaragua	2.7
Panama	48.4
Argentina	14.0
Chile	12.7
Uruguay	10.9
Bolivia	2.7
Brazil	4.1
Colombia	7.0
Ecuador	5.2
Guyana	109.3
Paraguay	4.5
Peru	6.0
Surinam	37.9
Venezuela	20.2
NORTH AMERICA	
Canada	229.8
U.S.A.	322.8
ASIA AUSTRALIA PACIFIC	
People's Rep. of China	1.3
Japan	6.5
Hong Kong	46.0
Demo. Korea (North)	1.2
Rep. of Korea (South)	4.4
Mongolia	1.0
Burma	1.4
Kampuchea	1.8
East Timor	1.0
Indonesia	2.1
Lao People's Demo. Rep.	1.3
Malaysia	12.4
Philippines	11.3
Singapore	132.4
Thailand	4.1
Viet Nam	2.8
Afghanistan	2.8
Bangladesh	4.3
Bhutan	1.6
India	4.9
Iran	2.2
Nepal	1.8
Pakistan	4.6
Sri Lanka	4.6
Bahrain	42.7
Democratic Yemen	1.7
Iraq	1.9
Jordan	3.4
Kuwait	38.7
Lebanon	1.4
Oman	23.9
Qatar	44.2
Saudi Arabia	16.8
Syrian Arab Republic	2.5
United Arab Emirates	47.8
Yemen	1.6
Cyprus	58.8
Israel	119.7
Turkey	5.6
Australia	323.2
New Zealand	329.3
Papua-New Guinea	25.7
Fiji	15.3
U.S.S.R.	1.6
EUROPE	
Bulgaria	1.5
Czechoslovakia	4.5
German Democratic Rep.	4.4
Hungary	4.9
Poland	3.4
Romania	3.6
Denmark	122.8
Finland	87.5
Iceland	118.6
Ireland	304.7
Norway	96.7
Sweden	125.8
United Kingdom	329.1
Albania	1.3
Greece	27.0
Italy	34.8
Malta	147.1
Portugal	20.7
Spain	25.6
Yugoslavia	10.1
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Belgium	61.2
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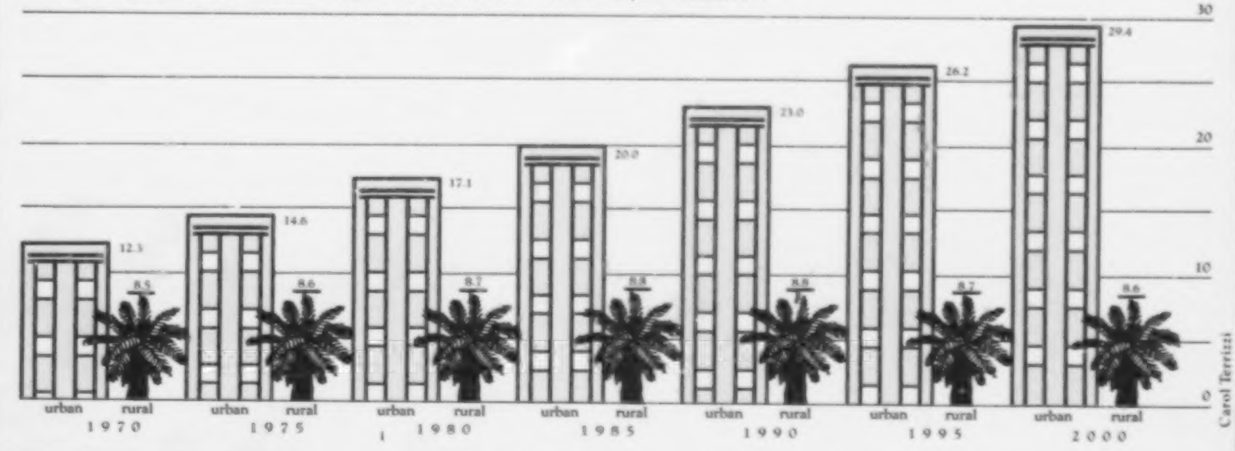
MARCH 1985 VOLUME 4 NUMBER 3

URBAN AND RURAL POPULATIONS OF COLOMBIA 1970–2000, IN MILLIONS



COUNTRY PROFILE

REPUBLIC OF COLOMBIA

Colombia's economy has been whipsawed through its history by a boom-bust sequence of agricultural exports — tobacco, quinine, indigo, and finally coffee, which has proved more enduring and lucrative than the others, but similarly vulnerable to world market fluctuations.

Now, in the mid-1980s, Colombians face the possible decline of the coffee, marijuana, and cocaine bonanzas while they anticipate yet another boom — this time in coal exports. They believe coal may rescue them from the strict austerity policies attached to their other option — International Monetary Fund assistance.

The Betancur government that came to power in 1982 has tried to eliminate political corruption in the drug trade, negotiate with the country's well-established guerilla movement, and deliver progressive social programs in housing, health, and education while maintaining an economic policy that emphasizes export incentives and more diversified production, and gains a leading role for Colombia in hemispheric and Third World diplomacy.

Colombia's relatively low ($6 billion) debt gives it a more secure financial base than other Latin American governments, but currency devaluations by neighbors and profits from the drug economy have encouraged both legal and illegal imports that undermine domestic industry. The Betancur administration is trying to bring trade into balance by encouraging exports and foreign investment and restricting imports.

For the moment, Colombia is holding its own economically and anticipates economic growth based on recovery in the United States and Europe as well as on its own coal exports. The World Bank now categorizes Colombia as a "better-off, middle income" country. While Colombia's natural resources, stable political tradition, and well-trained technical workers provide a solid basis for economic growth, pessimists note the continuing dependence on a narrow range of exports, low-

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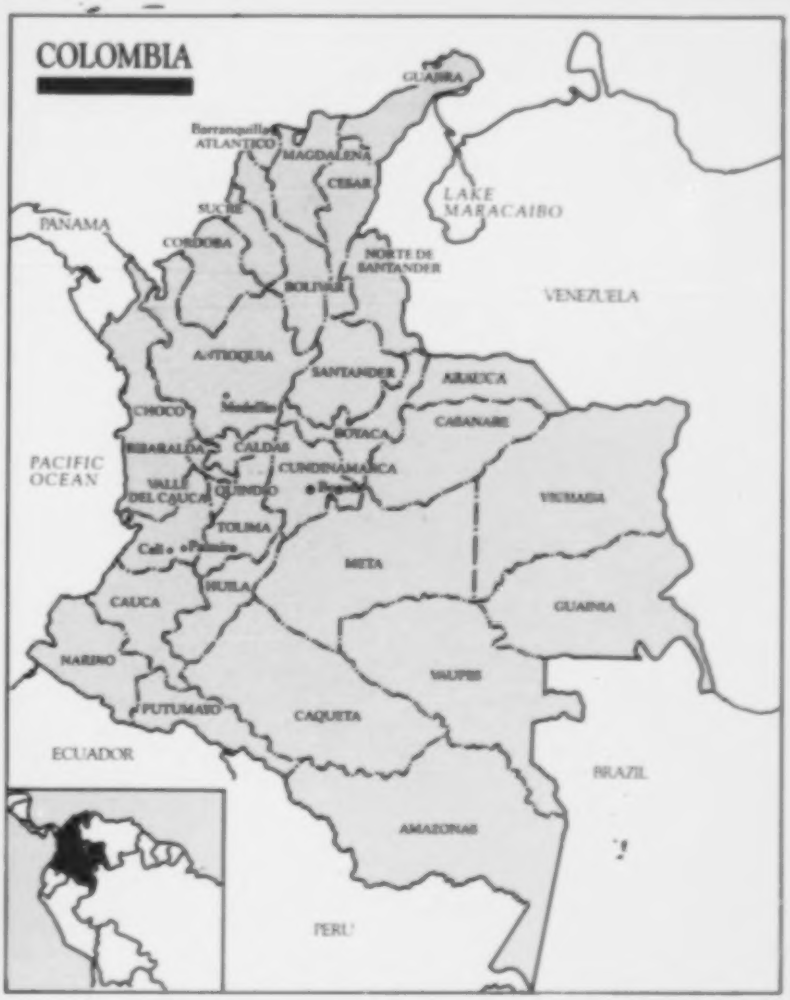
THIS MONTH: COLOMBIA


COLOMBIA
GUAJIRA
Barranquilla
ATLANTICO
MAGDALENA
CESAR
LAKE MARACAIBO
SUCRE
PANAMA
CORDOBA
NORTE DE SANTANDER
BOLIVAR
VENEZUELA
ANTIOQUIA
SANTANDER
ARAUCA
CHOCO
Medellin
CASANARE
BOYACA
RISARALDA
CALDAS
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CUNDINAMARCA
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growth domestic industries, and pervasive corruption tied to drugs and unfavorable currency relations.

POPULATION GROWTH

Colombia's 1985 population is estimated at 28.7 million, making it the second largest country on the South American continent after Brazil; Colombia edges out Argentina by only about 100,000 people.

U.S. Census Bureau analysts estimated the population at 23.2 million following the 1973 census in which there was about a 9 percent undercount. Recent population estimates are available from several sources such as the 1976 National Fertility Survey, the 1980 Contraceptive Prevalence Survey, the 1978 National Household Survey, and the National Planning Department. The Planning Department takes into account Colombia's negative net migration rate which was not factored into the national statistical office (DANE) estimates.

The 1985 estimates are well below projections of 32.8 million made by the Economic and Development Studies Center at the University of the Andes for a 1970 World Bank country report. This reflects a sudden and significant decline in fertility, combined with the negative net migration rate for much of the last two decades. Colombia's growth in the last five years has averaged 2 percent annually, compared with an average of 2.3 percent a year for Latin America as a region.

Colombia's moderate growth has been accompanied by shifts in population distribution and composition. In particular, a massive internal migration has increased the urban population from roughly one-third in the 1950s to two-thirds today. Improved housing, education, and access to public health facilities have accompanied this rural-to-urban migration.

Most of Colombia's loss in migrants has been to Venezuela, where in the late 1960s, estimates of illegal Colombian immigrants approached 500,000 a year. More recent estimates put the number of immigrants at over 1 million annually. The majority of the migrants are young women in their prime childbearing years who find work as domestics. Because of the clandestine nature of this migration stream, however, estimates remain open to error and the overall effect on the Colombian population is difficult to judge with confidence.

AGE DISTRIBUTION

Colombia's fertility rate, at 3.9 children per woman in 1980–81, is the lowest in tropical South America, but higher than the total fertility rate in the more temperate South American countries.

Compared with other South American nations, Colombia's crude birth rate of 29 to 31 births per 1,000 population is low, given rates of 32 in Brazil, 39 in Venezuela, and 44 in Ecuador. In the United States, the crude birth rate is 16.

Reflecting the impact of urban migration and the widescale effectiveness of family planning programs initiated in the 1960s and 1970s,

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median age has increased from 17 years in 1970 to almost 21 years in 1985. Current projections indicate this trend will continue with median age reaching 24 by the end of the century. At present, about 37 percent of the population is aged 14 or under. The population aged 65 and over is only 3.8 percent and by 2000 will still constitute only 4.5 percent of the population. Thus, the proportion of the population between the ages of 15 and 64 is roughly comparable to that in the United States. Given the much younger age at which an individual enters the labor market in Colombia, the age distribution is not likely to put a great burden on the economy in the near future.

REGIONS AND CITIES

Colombia is the only nation on the South American continent with coastline on both the Atlantic and Pacific Oceans, but geographic and climatic barriers have inhibited unification of the two regions and the economic benefits that could result.

With nearly 440,000 square miles of land, Colombia ranks fifth in size in Latin America. Three parallel ranges of the Andean Mountain chain divide the country from north to south. Colombia is composed of five regions.

The seven departments in the Atlantic region are Atlantico, Bolivar, Sucre, Cordoba, Cesar, Guajira, and Magdalena. The majority of people in this region make a living by irrigation farming and livestock breeding. Industry is located in the Barranquilla-Soledad area and in Cartagena. The Atlantic coast is mostly open land with a subtropical climate and extensive plantation agriculture. Population centers are developing rapidly at the major ports. The Atlantic coast has an advantage over the Pacific coast because of the direction of its navigable waters and the concentration of Colombian trade with the European Community and the United States.

There are five departments in the eastern region: Santander del Sur and Norte de Santander on the border with Venezuela, Cundinamarca, Boyaca, and Meta. The region's medium-sized industrial centers include Bucaramanga, Sogamoso and Barrancabermeja. Girardot is an important center of transportation. Services are the most important source of jobs in this region.

The six departments in the central region are Antioquia, Caldas, Quindio, Risaralda, Tolima, and Huila. This region is dominated by the traditional Spanish family. In the last decade, this region has grown by about 2.4 percent a year. It is the most populated of all the regions. In the central region, the industrial area of Medellin-Valle de Aburra-Rionegro is the most prominent.

There are four departments in the Pacific region: Valle del Cauca, Cauca, Narino, and Choco. Cali and Palmira are the cities with the most industry. The rate of urban growth in this region is the highest in the country — about 4.2 percent a year.

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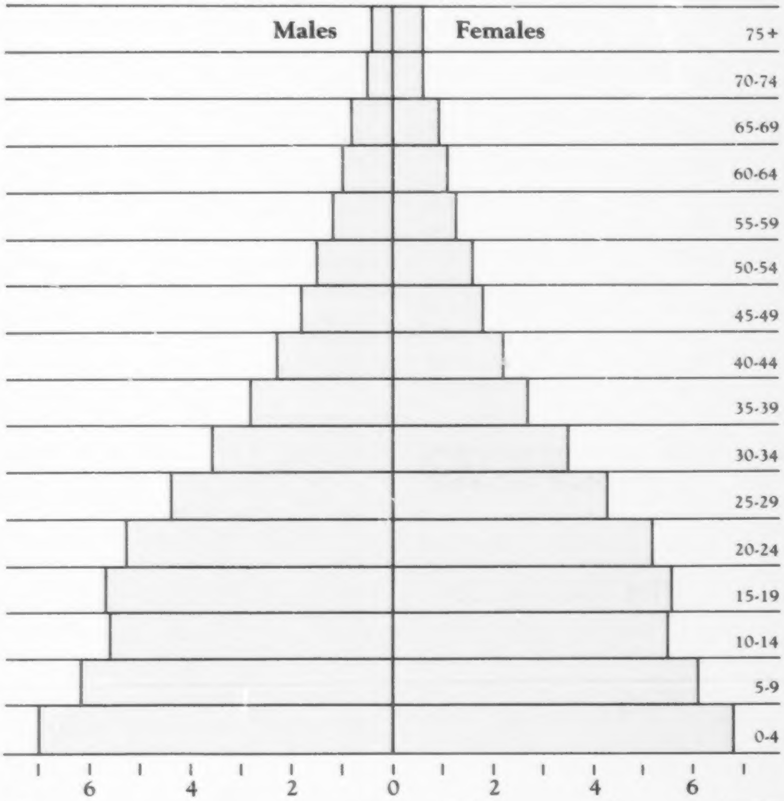
POPULATION OF COLOMBIA BY AGE AND SEX: 1985



age	*total*	*males*	*females*
All Ages	28,713,700	14,407,100	14,306,600
0-4	3,938,100	1,999,400	1,938,800
5-9	3,531,200	1,788,000	1,743,200
10-14	3,198,700	1,618,300	1,580,400
15-19	3,251,900	1,641,200	1,610,700
20-24	3,008,800	1,513,700	1,495,000
25-29	2,486,100	1,253,900	1,232,300
30-34	2,062,400	1,043,900	1,018,600
35-39	1,606,300	816,700	789,600
40-44	1,270,300	646,900	623,500
45-49	1,044,600	527,500	517,200
50-54	880,000	432,900	447,200
55-59	741,300	355,600	385,600
60-64	608,900	286,900	322,000
65-69	467,500	215,800	251,700
70-74	323,300	144,900	178,400
75+	294,200	121,700	172,500

LATIN AMERICAN AND COLOMBIAN FIVE YEAR AVERAGE ANNUAL GROWTH RATE: 1950-1985

period	*Colombia*	*Latin America*
1950-55	3.2	2.6
1955-60	3.2	2.8
1960-65	3.1	2.8
1965-70	2.8	2.7
1970-75	2.4	2.5
1975-80	1.5	2.3
1980-85	2.0	2.3

Bogota is also considered a region. According to the United Nations, "The national capital combines the Indian-Spanish family mixture with the modern nuclear family."

The rugged Colombian terrain has been responsible in part for the uneven development of economic activity, social services, and the standard of living. Decentralized urbanization distinguishes Colombia from most Latin American nations. Each of the principal regions has a large urban center. On the Atlantic coast is Barranquilla. In the central highlands is Bogota. In the northwest is Medellin and in the southwest, Cali. By the mid-1970s, ten cities had populations of more than 200,000, although Bogota's growth has been most rapid.

Bogota's growth has not been, however, at the expense of other urban centers. It has surpassed Medellin as the largest industrial center, but is not economically dominant. Bogota has 18 percent of the national population and 30 percent of the manufacturing labor force, but 42.5 percent of the manufacturing workers are in the next three largest cities and the other regional centers surpass Bogota in value added in manufacturing.

Using a conservative measure defining urban population as people who live in a county seat, Colombia's urban population has grown from 52 percent in 1964 to an estimated 65 percent in 1985 and an estimated 74 percent using a more liberal definition.

From 1951 to 1982, the urban population grew at 4.4 percent annually, far exceeding the national average of 2.6 percent and the rural growth rate of less than 1 percent. Since 1982, the urban growth rate has been about 3 percent annually. While still high, it marks a significant slowing from the earlier years. Internal migration rates now account for a smaller share of population growth and relatively lower urban fertility rates account for the major proportion of growth.

Current estimates of urban growth indicate a continued slowing of the growth rate between now and 2000, with a decline from the current rate of 3.3 percent annually to 2.1 percent annually. However, the proportion of the population in urban areas will continue to expand throughout this period, reaching 81 percent at the end of the century, or an estimated 31 million urban residents.

HOUSEHOLDS AND FAMILIES

The combined impact of declines in infant mortality and a changing economic structure in which children are not viewed as an economic asset has made a small family desirable to many Colombians. In 1964, the average completed family size was

TIPS ON TRENDS

NEW URBAN MARKETS

By the year 2000, 80 percent of the world's largest cities will be in the Third World, a sharp contrast to 1970 when 13 of the 25 largest cities in the world were in industrialized countries.

Source: United Nations

AGING

By the year 2000, nearly 10 percent of the world's population will be aged 60 and over, and about 4 percent will have celebrated their 70th birthday.

The highest proportions of older people will be in the more developed countries. Nearly one-fifth of the population of Europe will be aged 60 or older by 2000, while only 5 percent of the population of Africa will be in that age group.

In Asia, the Philippines is expected to have the largest increase in those aged 60 and over between 1980 and the end of the century. That age group is expected to increase by nearly 109 percent in the Philippines. The population aged 60 and over will increase by more than 90 percent in South Korea, India, Thailand, and Sri Lanka.

Source: International Trends and Perspectives: Aging, International Research Document No. 12, U. S. Department of Commerce, Bureau of the Census (see publications).

UNIDO DATABASE

The statistical database used by UNIDO (United Nations Industrial Development Organization) is now available to users outside the United Nations system.

Information for 80 countries is included on gross output, value added, wages and salaries, employment, and production. The data are presented by country, year, and industry.

The database was developed to meet the statistical needs of economists and other researchers carrying out international studies. Particular attention has been paid to reconciling differences in national statistical practices, and to developing a set of data that is comparable and consistent, both between countries and over time.

Users outside the UN system pay $2,000 for the set of machine readable data if it is to be used commercially. Nonprofit institutions pay $500.

The data pertain to the period 1963–1981 and are arranged according to the International Standard Industrial Classification of all economic activities (ISIC) which specifies 28 industries that compose the manufacturing sector.

•

Further information is found in the UNIDO publication: The UNIDO Data Base: Primary Sources and Data Base Design, *available on request from: Editor, UNIDO Newsletter, United Nations Industrial Development Organization, PO Box 300, A-1400, Vienna, Austria.*

6.8 children. By 1980, it was only 3.9 children.

A steady 15-year decline in average household size, from 6.1 people in 1970 to 5 people in 1985, is likely to continue. By the year 2000, the average household will contain 4.1 people according to current projections. Much of this decline is attributed to delayed marriage in urban areas and the rapid growth in the share of one- and two-person urban households from only 10.8 percent in 1964 to 16.4 percent in 1973. One- and two-person households comprise nearly one-quarter of the total at present.

The rate of household formation has not decreased. It has remained between 3.7 and 3.9 percent since 1970 and is likely to stay at this level in the near future. But young people in urban areas are forming households later, postponing childbearing, and having fewer children when they do start their families. Thus, while households are declining in average size between 1985 and 2000, the total number of households is projected to increase from about 6 million to 10.2 million.

HOUSING AND CONSTRUCTION

Construction was the most positive element in the Colombian economy of the early 1980s. In the first eight months of 1983, construction rose 13.5 percent over its 1982 level. This is the result of a federal domestic housing program focusing on low-income urban households and making it possible for them to own a home without first having to accumulate a down payment.

Since the early 1970s, the government's economic expansion strategy has been led by exports and construction. Continued large government investments in the infrastructure, and expanded private construction, especially of housing, should make 1983 to 1986 boom years for this sector.

In spite of the government support of construction, the industry continues to employ only about 4 to 5 percent of the labor force and accounts for about the same proportion of GDP. Construction activity is concentrated in the large urban areas. Forty percent of national construction activity occurs in the metropolitan region of Bogota, and another 40 percent is spread among the three next largest cities — Cali, Medellin, and Barranquilla.

Because of government support, the general standard of housing for the urban migrant populations — even in the *barrios populares*, or squatter settlements — is superior to that in other Latin American countries. Given Colombia's geographic barriers to transportation, construction materials are generally produced locally. Public housing projects continue to be a cornerstone of the Betancur administration's populist policies for social expenditures. As a consequence, the 1979 average of 3 rooms per dwelling should increase while the average of 1.6 persons per room should decrease in the near future.

ETHNICITY AND RELIGION

Colombians are generally regarded as speaking the purest — that is, the most correct — Spanish in Latin America. This is no accident since traditional Spanish values and institutions have managed to occupy the cultural high ground since the colonial era. No single racial/ethnic group — Indian, black, or other European white — has ever had more than a regional importance. Thus, the national culture has been developed almost exclusively from traditional Spanish customs.

Estimates are that 20 percent of Colombia's population is white, 50 to 60 percent mestizo (Indian-white mix), 15 to 25 percent mulatto (black-white mix), 4 percent black, and 1 percent Indian.

In lifestyle, norms, and self-definition, the whites are strongly oriented to Europe. In 1985, they dominate the important institutions of government and culture and are predominantly an urban population.

Although social and economic status is not totally rigid, social mobility by the nonwhite population has occurred only on an individual basis. Indeed, the relatively small black and Indian populations have remained on the fringes of the political, economic, and social institutions that define the center of national life, unintegrated as much because they do not share the dominant culture because they are of a different race.

Given that the mestizo and mulatto populations account for 75 percent of the total, it is not surprising that ethnic and racial classifications are not strictly held except where individuals are obviously black or Indian. In recent years, the rapid up-

TIPS ON TRADE

MORE PRAM POTENTIAL

New forecasts from the British Office of Population Censuses and Surveys project that the population of England and Wales will grow less than 1 percent annually for the rest of this decade. But, at the same time, there will be more new babies than in years when growth rates were higher.

The reasons are similar to the reasons for the "baby echo" in the United States. There will be more potential mothers as the children of the baby boom mature and women who have postponed childbearing will in all likelihood still have two children—they will just become mothers at a later age. The big question is whether the British family will remain at two children or whether one child will become the norm.

If the projections are correct, it could mean an upturn in the sale of children's toys, apparel, and other baby furnishings as the more mature couples who put off children in favor of establishing financial security now have the money to lavish on them.

EXPENSIVE RESEARCH

"In the United States, the cost for an in-person interview is from $35 to $45, not including designing the questionnaire or analyzing the results. In Europe or Asia, the cost is $350; in the Middle East or Latin America, $200. The time involved can be from three to four months up to five to six months in the Middle East." •

Source: Joshua D. Libresco, Advertising World, *December 1984.*

ward social mobility of some mestizos linked to the drug economy has upset some traditional barriers, but their public contributions to political parties, cultural institutions, and social philanthropy seem to indicate they seek an even more rapid assimilation into the dominant traditional Spanish culture.

It is important to recognize that Colombian citizens of mixed origin can be seen in all regions, occupations, and social classes. Precise distinctions between mestizos and mulattos are difficult, but in general, people of clearest Spanish-Indian origin live in the highlands and most people of Spanish-African background are located in the coastal regions. Within these two groups there is a great range of social distinctions, but social mobility is less restricted for mestizos. Regardless of social status, there is a more autonomous non-Spanish cultural tradition among the blacks and mulattos than among the mestizos.

Colombians are predominantly Roman Catholic and the church there is recognized as perhaps the most conservative and traditional in Latin America, known for its authoritarian and paternalistic stance and close association with the Colombian social and economic elite. Non-Catholics, although guaranteed religious freedom in the constitution, play only a marginal role in national life.

LABOR FORCE AND INCOME

The combination of population growth and urban migration in the 1950s and 1960s produced a rapid growth in the labor supply resulting in unemployment and stagnating real wages, even as Colombia experienced high economic growth rates. This trend reversed in the 1970s.

The economically active population (aged 15 and older) increased annually by 3.4 percent in the 1970s, but jobs expanded at about 6.2 percent each year. Since school attendance also increased during the decade, unemployment declined.

The proportion of people detached from the labor force (invalids or those keeping house, or those not seeking work) declined from 41.8 percent in 1951 to 34.5 percent in 1978. Because men in the "detached" category increased 260 percent in these years, the drop reflects increased female labor force participation.

Two long-term trends explain the recent changes in the age/sex composition of Colombia's economically active population. First, participation rates for men have been stable, with roughly full participation after age 20 until age 60. There is a decline, however, in labor force participation for young men aged 15 to 20. This has been caused by a substantial increase in the informal (underground) economy and the widespread urban phenomenon of homeless young men sustaining themselves by street crime.

"LACK OF FACILITIES, ESPECIALLY IN RURAL AREAS, CONTINUES TO RESTRICT EDUCATIONAL OPPORTUNITIES FOR THE POOR AND WORKING-CLASS POPULATION."

Second, among women there has been a rapid increase in the level and length of participation in labor force. This trend is especially strong in urban areas where, by 1980, over half the women aged 20 to 40 were employed and more than one-third of the women aged 40 to 60 were employed. In 1973, only women aged 20 to 24 had a participation rate as high as 42.7 percent. Thus, sex differences in employment rates have been reduced in recent years, most directly the result of urbanization, improved education, job growth in the services sector, and a rapid increase in employment opportunities.

The proportion of the labor force working in agriculture has decreased from 51 percent in 1960 to 26 percent in 1981. Industrial employment has remained relatively stable as a proportion of total employment, but that has meant a substantial real increase given the growth of overall employment in recent years. Manufacturing employment was 19.2 percent in 1960, and 21 percent in 1970 and 1980, with an 8.8 percent annual growth rate in actual numbers of employed. If anything, these figures understate real increases in industrial employment because much of manufacturing in Colombia takes place in small enterprises where workers are not subject to labor law protection and social security statutes. In the 1970s, informal sector jobs represented nearly 57 percent of all new Colombian industrial employment.

Salaries of lower managerial, technical, and white collar workers have declined since the early 1970s. These groups compromise what is typically the "middle class" and the middle to lower upper deciles of income. At the same time, data on expenditures for high-priced cars, luxury housing, and international travel indicate that the highest income groups experienced significant increases in real income during these years.

EDUCATION

Officially removed from control of the Roman Catholic church in 1973, Colombia's educational system remains traditional and inadequate by modern standards. Although there was a rapid rise in adult literacy between 1960 and 1975 — from 63 percent to nearly 81 percent — the 1980 rate remained at 81 percent. In urban areas, the adult literacy rate is substantially higher than the national average — 90 percent in 1973 — but the literacy rate of those aged 10 and older in rural areas was only 69 percent.

The last two decades have been characterized by steady increases in primary and secondary school enrollment, especially for girls. The percentage of the population aged 15 and older in school increased from 2.4 percent in 1951 to 10.3 percent in 1978 and the annual rate of increase since 1970 has been about 5.3 percent.

Lack of facilities, especially in rural areas, continues to restrict educational opportunity for the poor and working-class population, even though urban migrants consistently identify education as the avenue for upward social mobility. Perhaps most telling are the data on school completion.

By 1973, 39.5 percent of the population aged 15 and older had com-

INSIDE INFORMATION

CHANGES IN UNITED NATIONS CITY PROJECTIONS

Using new data from the 1980 round of national censuses, the United Nations has scaled down its projects for the future populations of some of the world's largest cities, including Mexico City, Shanghai, and Tokyo.

In some cases the reductions in the UN projections are dramatic. For Beijing for example, the UN projected in 1980 that the year 2000 population would be 22.8 million. The revised figure is less than half that: 10.8 million. The estimate of Shanghai's population in the year 2000 shrinks in the new projections to 13.5 million from the 1980 estimate of 25.9 million.

According to Nancy Chen, who is in charge of urban and city population projections for the United Nations Population Division, the reductions may be dramatic, but they are not surprising; earlier projections for the size of Chinese cities were based on the 1953 census, the only figures available until recently. Once the results of both the 1964 and 1982 censuses (which were issued simultaneously) became available, more accurate estimates became possible. In effect, the earlier projections were based mostly on speculation while the new figures reflect trends actually experienced by cities up to 1982, said Mrs. Chen.

A different case is Mexico City, where projected population in the year 2000 has been revised downward from the 1980 estimate of 27.6 to 26.3 million. This is a result mainly of the projected long-term effects of Mexico's decline in fertility. Mrs. Chen said that because of the fertility decline, the projections for the total population of Mexico were also revised. According to the 1980 United Nations assessment, Mexico would have had 115.7 million inhabitants by the year 2000; the new assessment puts Mexico's total population by the end of the century at 109.2 million.

Up-to-date information based on actual trends also caused a change in the projections for Tokyo/Yokohama. Data from the 1975 and 1980 Japanese censuses, which were not available when the United Nations made its urban projections in 1980, now show that Tokyo/Yokohama grew more slowly recently than it did earlier in the century. The new projections put the population of Tokyo/Yokohama by the year 2000 at 17.1 million down from the 1980 assessment of 23.8 million. Mrs. Chen said that at least part of the decline in projected growth appears to be the result of a greater than expected reduction in fertility in Japan.

Not all projected city populations have been revised downward. Using data from the 1981 Indian census, the United Nations now projects the expected population of Calcutta in the year 2000 at 16.6 million, up from 15.9 million estimated in 1980.

More recent data has also revised the projection for Brazil's largest city, Sao Paulo, upwards by 2.5 million, from 1980 estimates of 21.5 million to the new projection of 24.0 million by the end of the century.

The change in the projected size of major cities illustrates that projections are only as good as the information on which they are based, Mrs. Chen said. To ensure that the published projections are as accurate as possible, the Population Division constantly updates its urban database. However, timely and reliable information is not always available for all countries at the same time. As a result, overall assessment of growth trends for urban agglomerations is particularly difficult, Mrs. Chen added.

Despite lower projections for some cities, the trend toward larger cities will probably go on. Urbanization is continuing worldwide and United Nations assessments are that it will continue through 2025. In 1950, 29.4 percent of the world's total population lived in urban areas. This proportion climbed to 39.9 percent by 1980 and will reach almost 50 percent by the end of the century. United Nations projections show that three-fifths of the world's population will live in urban areas by 2025.

The revised urban projections for the year 2000 are contained in *Estimates and Projections of Urban, Rural and City Population: the 1982 Assessment* to be published shortly by the United Nations Population Division.

—*Hugh O'Haire* People News/Feature

LATIN AMERICAN CONFERENCE

Latin America's economic future will be the subject of a symposium sponsored by Frost and Sullivan Political Risk Services on March 21 and 22 in Washington, D.C. at the Mayflower Hotel. The symposium will focus on seven countries: Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, and Venezuela. For more information, contact Victor Hertz, Manager of Political Risk Services at Frost and Sullivan; telephone (212) 233-1080.

METROPOLITAN DATABASE

The Center for Urban Church Studies is building a metropolitan database for all cities of 1 million people or more. It is a slow process, according to Larry Rose, executive director of the center, but complete data on several cities are added each year.

For each city, the center includes an overview description, its history, and its important demographic characteristics. Among the demographic items covered are the following: total population, population change between 1970 and 1980, population projections, age distribution, ethnolinguistic composition, mean income, sex ratio, births, deaths, natural increase, and migration rate. Where possible, demographic data by neighborhood or political division are collected.

Anyone who has collected extensive data on one or more cities and is willing to provide the data to the center should contact Larry L. Rose, executive director, Center for Urban Church Studies, 127 Ninth Avenue, North, Nashville, TN 37234; telephone (615) 251-2920. •

pleted primary school, 6 percent secondary school and about 1 percent had some course work beyond secondary school. In urban areas, the comparable figures were 54 percent primary, 9 percent secondary, and 1.4 percent more than secondary; while in rural areas 13 percent had finished primary school, less than 1 percent secondary school, and 0.1 percent more than secondary.

Education is the largest single social expenditure item in the current government budget, accounting for roughly 8 percent of spending. In the past decade, emphasis has been on increasing teachers' pay, an expense borne by the national government. This allocation to teachers' wages may be an important element in the estimated 1.3 to 1.1 percent growth rate of educational quality in the labor force between 1964 and 1980. The World Bank estimates that 80 percent of improvement in educational quality in Colombia can be attributed to improvements by teachers in productivity.

Primary education has been the focus of government education programs. As a result, only 13.8 percent of Colombia's primary school students are in private institutions, while 41 percent of secondary school enrollment, and 61 percent of university students are in private schools. Vocational/technical education usually takes place in private schools as well.

COMMUNICATIONS, TRANSPORTATION

Colombia's print media are reasonably free of government controls. Newspapers are widely read and provide broad coverage of events, as well as an important conduit for literature, arts, entertainment, and advertising. In Colombia, where political party loyalties are part of the nation's lifeblood, virtually all newspapers are linked to one of the two major parties — Liberals or Conservatives. Reasonably professional and able journalism, marked by objective reporting and analysis of social conditions, distinguishes Colombia's journalists from their counterparts in many other Latin American nations.

Radio and television are directly controlled through the National Institute of Radio and Television. Although these media are private, regulations limit them to presenting entertainment and cultural subjects. Compared with the print media, investigative and political journalism in the electronic media are relatively undeveloped.

In 1980, about 88 percent of households had radios and 77 percent had televisions. There were only 60 telephones per 1,000 persons; 19 percent of households owned a telephone.

In the mid-1970s, Colombia had only about 2,500 miles of narrow gauge railroad, most of it built to carry agricultural goods to the Atlantic coast. To help unify the regional population and overcome geographic hindrances to development of a national market, the national road system has been expanded to connect urban areas, but some regions such as the Pacific coast and the eastern plains remain somewhat isolated.

Since the 1950s, electric generating capacity has grown more than 10 percent annually, but has tapped only a small portion of the nation's enormous hydroelectric potential. Its currently operating hydroelectric plants, mainly located in the south, account for more than two-thirds of electrical generating capacity. In recent years, a large-scale rural electrification program has vastly extended access to electricity, but many rural areas remain isolated from the national grid system.

SOURCES OF INFORMATION

Corporacion Centro Regional de Poblacion (CCRP), Apartado Aereo 24846, Bogota, 2 D.E., is the most important center of demographic studies in Colombia and produces many special reports and studies on the Colombian population.

Departamento Administrativo Nacional de Estadistica (DANE) is the primary central government agency conducting research and publishing period reports. It conducted the 1978 Household Survey, for example.

Colombia: Economic Development and Policy Under Changing Conditions, available from The World Bank and published in 1984, is a broad overview of current economic conditions with some information on population and labor force trends. It is, however, less interesting than the 1970 World Bank country report on Colombia and data are often aggregated and categorized in a way that is not useful to researchers working on applied problems.

Colombia, Betancur, and the Challenge of 1984, Universities Field Staff International Report, 1083/No. 24 South America (RGS-8-'83) by Thomas G. Sanders is an objective report concentrating on political and economic developments during the Betancur administration with an eye toward future trends. •

—William L. Canak

Mr. Canak, a sociologist, is a contributing editor to the Library of Congress.

PUBLICATIONS

Africa South of the Sahara 1984–85 (14th edition), 1984, London: Europa Publications Ltd., 1,011 pp., $130.00. Order from Gale Research Co., Book Tower, Detroit, MI 48226.

This is an annual survey and reference guide to the countries of Saharan Africa. Material in this new edition is arranged in three sections: background to the continent, regional organizations, and country surveys. The first section has been expanded to include narratives on the political and economic developments of the previous year, plus additional reference material describing the former British, French, Belgian, and Portuguese colonial empires. Other essays provide background materials on African history, languages, and religions.

The bulk of the volume is composed of individual country surveys and includes statistics on each country's agriculture, demographics, finances, and external trade. Each survey also contains information on the country's government, religion, press, radio, television, domestic trade, industry, transportation, tourism, energy, defense, and education.

Because current demographic data on these countries are unavailable in some cases, the demographic portions of these surveys tend to suffer. The other information, however, will be useful to researchers. •

FEATURE

EUROPE'S WOMEN AND THEIR HOUSEHOLDS

PROPORTIONS OF WOMEN IN THE DIFFERENT SEGMENTS ACCORDING TO COUNTRY

	MARRIED WOMEN				WOMEN LIVING ALONE		
nationality	*both at work*	*only woman at work*	*only man at work*	*both not at work*	*at work*	*not at work*	*total*
Belgium	17	2	31	19	7	24	31
Denmark	32	7	14	18	10	19	29
Germany	13	3	33	11	10	30	40
France	25	2	30	12	10	21	31
Ireland	8	1	38	11	15	27	42
Italy	18	3	29	10	11	29	40
Luxembourg*	14	1	30	19	15	21	36
Netherlands	19	3	32	10	11	25	36
United Kingdom	26	3	25	12	10	24	34
Greece	14	2	31	23	7	23	30
Community total	19	3	30	12	10	26	36

**Results for Luxembourg are given only as an indication, being based on a distinctly smaller sample than that of the other countries.*

Marketers know that consumer behavior has a great deal to do with lifestyle and that lifestyle is highly dependent on the type of household in which an individual lives.

According to a recent report from the Commission of the European Communities, 64 percent of the 110 million European Community women live as part of a couple, while 36 percent live alone. The report segments Europe's women into six groups.

Nineteen percent of the women—or about 21 million—work outside the home, and so do their husbands. Half of these women are aged 25 to 39 and one-third are between the ages of 40 and 54. Their average age is 38. Seven of ten women in this group have children under age 15. Household income is the highest of any group of women because there are two incomes. Thirty-eight percent of their husbands are manual workers, 35 percent are white-collar workers, and 24 percent have executive, managerial, or professional jobs.

In a second category, 3 percent of the women work, but their husbands do not. About 3 million women fall into this category. In some cases, their husbands are already retired, but in about one-third of the cases, the husband is unemployed.

The largest category in the European Community is married women who do not work outside the home, but whose husbands do. About 30 percent of women, or 33 million, fall into this group. The table shows differences between countries, but in general these women are less educated than women who work. Six of ten women in this group have children under age 15. Thirty-seven percent of their husbands are manual workers, 29 percent are white-collar workers, and 22 percent are executives, managers, or professionals. Household income is slightly above average, but less than the average for the group in which both partners are working.

There are 13 million women—12 percent—who do not work outside the home and neither do their husbands. Three-quarters of this group are at least age 55. Three-quarters also left school at age 15 or earlier.

WOMEN LIVING ALONE

Ten percent of women in the European Community live alone and work. There are about 11 million women in this category. About 37 percent of this group are aged 24 and under. For young women such as these, this is the period preceding marriage or living together. The remainder are spread among other age groups. Twenty-four percent are separated or divorced and 15 percent are widows. One-third have children under age 15. Their average household income is slightly below average for all households.

Twenty-six percent of European Community women live alone and do not work. There are 29 million women in this group. About half are over age 55 and widowed, while 40 percent are under age 25 and still in school. This group has the lowest household income of any group and one-quarter of the women have children under age 15. •

Source: European Women and Men in 1983, Commission of the European Communities.

ERRATA

In the table on Malaysian household goods that appears on page one of the January issue of *International Demographics* (Vol. 4, No. 1), the color key is wrong. The colors for Malaysia and urban are reversed. The colors for rural and Peninsular Malaysia are also reversed. Therefore, the dark gray is urban Malaysia, the dark orange is the whole of Malaysia. Medium orange represents rural Malaysia and medium gray represents Peninsular Malaysia. We regret the error. •

COMING UP

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Senegal: Demographic trends in Africa

REGIONS

AFRICA

SOUTH AFRICA

More white women in South Africa are working, but fewer black women are. Because there are more black women than white women in South Africa, the overall result is that the percentage of women who work is declining.

Marita de Beer, research liaison executive at the South African Advertising Research Foundation, said recently that the total female population has grown by 31 percent in the past ten years while the number of working women has grown by only 11 percent.

Among blacks the female population rose by 36 percent, but the number of workers among them declined slightly — by about 1 percent. At the same time, the number of white women grew by 18 percent, while the number of those who work rose by 40 percent.

Married women are among the fastest growing groups of working women. Almost two-thirds of white wives and half of black wives work outside the home.

Source: Johannesburg Sunday Express, *October 7, 1984.*

NIGERIA

The most recent estimate of the population of Nigeria is 92 million people and it will probably reach 155 million by the year 2000, according to Professor Vremudia Diejomaoh, Director General of Nigeria Institute for Social and Economic Research (NISER).

Nigeria's population is a question for most people because no complete census has been taken for more than 20 years.

Diejomaoh said that 33 percent of Nigeria's population should be living in urban areas by the year 2000 compared with an estimated 20 percent now.

In Diejomaoh's scenario, primary school enrollment would nearly double over 1980 levels by the year 2000 and secondary school enrollment would be nearly six times as high as it is now. Close to 2 million secondary school graduates will flood the Nigerian labor market, Diejomaoh said.

Diejomaoh's projections were reported in the UNFPA Newsletter, *Population.*

MIDDLE EAST

SAUDI ARABIA

The Pan Arab Research Center recently completed a census of retail outlets in three metropolitan areas: Jeddah, Riyadh, and Dammam which includes the Khobar, Seihat, Qatif, and Anik retail areas in Eastern Province.

The Center interviewed shopkeepers to determine the name of the outlet, the complete address, the geographic location, date opened, the number of employees, number of checkout counters, average daily sales, annual sales, window display available, method of record keeping, and other information.

A measure of the density of retail outlets by geographical location was made as a result of the census. The census findings have been compiled into three reports:

— Census Statistics: an analysis of the data by type of outlet and area.

— Census Listings: a computer listing of all outlets sorted by area, street, and building, with a summary of the products usually available.

— Product Distribution Statistics: prepared upon request; an analysis of the census statistics for all the outlets selling the product specified by the customer.

The types of outlets surveyed include large supermarkets (at least two checkout counters); small supermarkets, groceries with deep freeze, groceries without deep freeze, tobacco shops, meat shop/delis, small cafeterias, large restaurant/hotels, cosmetics shops or perfumeries, camera stores, toy shops, pharmacies, watch and gift shops, newsstands, department stores, and appliance outlets.

The categories of products included in the survey were sweets and beverages, dairy products, oils and fats, frozen foods, canned foods, seasoning products, other foods, toiletry products, household supplies, paper products, personal accessories such as cameras, wrist watches, and other products such as razor blades, batteries, and children's toys.

Using the Census of Retail Outlets as a base, Pan Arab Research Center also has a new distribution audit system that will cover 500 outlets in three locations — Riyadh, Jeddah, and Dammam and Khobar. Clients may subscribe to as many products and brands as they wish to determine the outlets distributing and handling the product, outlets carrying stock, total shelf space, outlets currently out of stock, and outlets that were not receiving any products at the time of the audit.

For more information about these new services, contact Sami Raffoul, General Manager, Pan Arab Research Center, P.O. Box 24744, Safat, Kuwait; telex, 23770 PARC HO; telephone, 2450783/4/5/6.

MIDEAST

By plotting Arab countries according to two criteria — their population policies and their current growth rates — it is possible to project where the middle class will grow fastest in the Arab world.

A recent publication from the United Nations Fund for Population Activities, *Population Problems and Prospects in the Arab World*, provides the data and some commentary on how curbing population growth will benefit some of these countries.

Taking information from the publication, International Demographics plotted the population policies against the current growth rates. The countries which ranked best — i.e., have declining growth rates and strong population programs designed to encourage lower fertility rates among women — were Egypt, Tunisia, Morocco, Algeria, and Lebanon.

One reason each of these countries has enacted policies to slow population growth is that while national resources have been growing in recent years, population has been expanding so rapidly that growth in per capita share of resources is undermined.

The countries most likely to have a better per capita distribution of resources within this decade are those where the governments encourage reductions in fertility, thereby enabling the growth of population to fall in line with the growth of resources.

The table above was compiled with information from the UNFPA population profile on the Arab World. The demographic table is reprinted from the booklet. Single copies of *Population Problems and Prospects in the Arab World* (Population Profiles: 22) may be ordered for $2.00 from United Nations Fund for Population Activities, 220 East 42nd Street, New York, NY 10017. •

ARAB COUNTRIES BY POPULATION GROWTH RATE AND POPULATION POLICY

Growth rate	*3.4 percent or more*	*3 to 3.3 percent*	*Less than 3 percent*	*Between 2 and 3 percent but ascending*
Pro-Natalist	Iraq Kuwait The Libyan Arab Qatar United Arab Emirates Bahrain Jamahiriya	Oman Saudi Arabia Sudan		
No Program, Limited Services	Syrian Arab Republic Jordan			Democratic Yemen Dijbouti Mauritania Somalia Yemen
Active Provision of Services, but No Official Program		Algeria	Lebanon	
Official Policy to Reduce Fertility		Morocco	Egypt Tunisia	

SELECTED DEMOGRAPHIC AND HEALTH INDICATORS FOR ARAB COUNTRIES: 1983

country	*population mid 1983 (millions)*	*annual growth rate (percent)*	*years to double*	*projected population year 2000 (millions)*	*crude birth rate per 1,000*	*total fertility rate per woman*	*crude death rate per 1,000*	*infant mortality rate per 1,000*	*life expectancy*
Morocco	22.9	3.1	23	37.3	44	6.6	13	109	57
Mauritania	1.8	2.7	26	3.0	49	6.9	22	142	43
Algeria	20.7	3.2	22	36.5	46	7.0	14	110	56
Tunisia	6.8	2.4	29	9.6	34	5.3	10	98	58
Libyan A.J.	3.3	3.5	20	6.1	47	7.1	12	83	57
Egypt	45.9	2.7	26	65.5	38	5.3	11	83	57
Sudan	20.0	3.2	22	32.2	49	6.7	17	140	48
Somalia	4.3	2.6	27	7.2	48	6.6	22	177	43
Djibouti	0.4	2.6	27	0.7	49	—	23	150	—
Syrian A.R.	9.7	3.6	19	18.0	46	6.8	12	83	57
Lebanon	3.2	2.2	32	3.7	31	5.0	9	65	66
Jordan	3.6	3.4	21	6.5	47	6.9	15	89	58
Iraq	14.5	3.4	21	24.2	46	6.7	12	86	57
Bahrain	0.4	3.6	19	0.6	51	7.6	9	65	65
Kuwait	1.6	4.5	16	2.9	45	6.7	6	33	70
Qatar	0.3	3.9	18	0.4	48	7.1	9	53	58
U. Arab Emir.	1.4	3.9	18	2.1	48	7.1	9	80	—
Oman	1.0	3.3	21	1.7	50	7.1	17	138	50
Saudi Arabia	10.4	3.3	21	18.5	49	7.1	16	125	54
Yemen	6.7	2.8	25	9.1	49	6.8	23	190	45
Democratic Yemen	2.1	2.8	25	3.4	47	6.8	20	152	45
World	4,677.0	1.8	39	6,130.0	29	3.9	11	81	62
MDC	1,158.0	0.6	118	1,273.0	15	1.9	10	17	73
LDC	3,519.0	2.1	32	4,857.0	33	4.5	12	91	57
Sweden	8.3	0.01	3,465	8.3	11	1.6	11	7	75
Japan	119.0	0.7	100	129.7	13	1.8	6	7.1	76

Source: UNFPA, Population Problems and Prospects in the Arab World, 1984.

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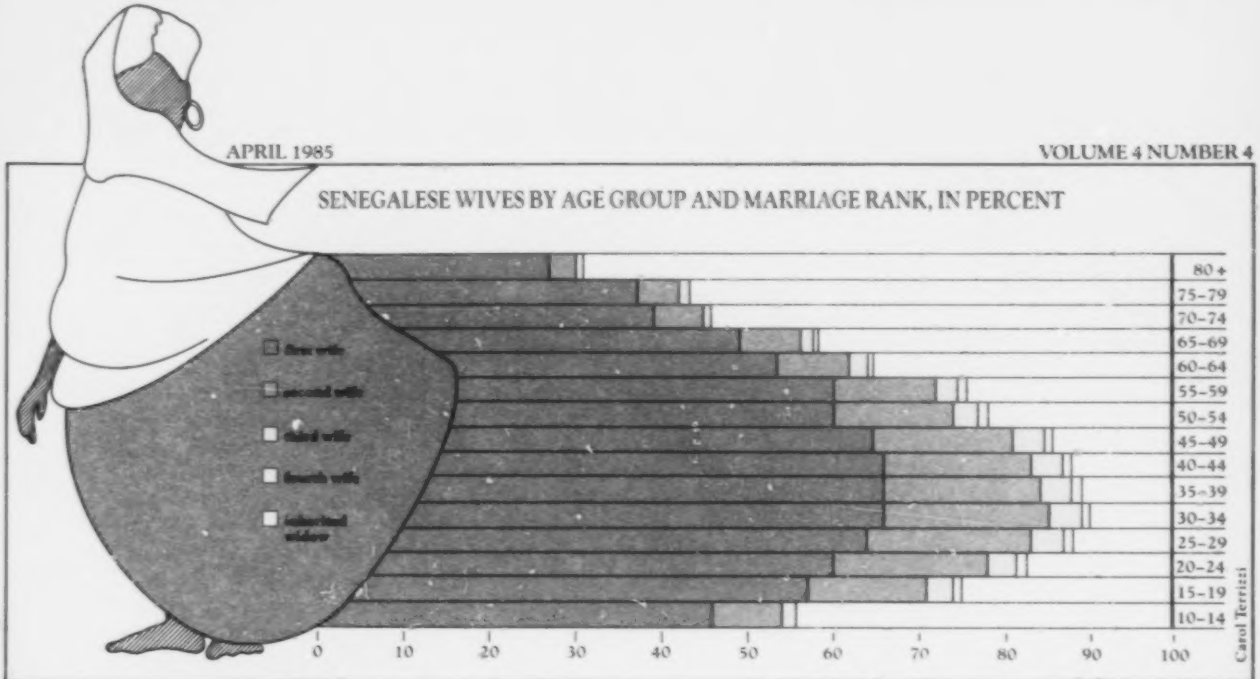

SENEGALESE WIVES BY AGE GROUP AND MARRIAGE RANK, IN PERCENT

Carol Terrizzi

COUNTRY PROFILE

REPUBLIC OF SENEGAL

With slow, patient movements, you can trap the monkey in the bush.

A picture may be worth a thousand words, but in very few words this maxim captures the character of the nation that coined it: Senegal, West Africa. Translated from Senegal's most widely understood language, Wolof, it typifies the slow, relaxed pace of life in a country where time is not punched in, but lingered over.

Quickness is not so much valued as thoroughness; the result not so important as the process; and the human element in both business and pleasure is paramount. In the home, friends and family may spend several hours visiting over a meal or the ritual three cups of sugary tea; at the workplace or in the fields, a handshake and an extended conversation about family members' health precedes a business transaction or agricultural activities. Western visitors who do not allow time for such pleasantries with their hosts will find their best efforts to conduct business are in vain.

It is not surprising that patience is the hallmark of the Senegalese, whose very survival has been so governed by waiting.

Although Senegal's history as an empire dates back to the fourth century and as a political entity to 1920, it was not until 1960 that the nation gained independence from its primary colonizer, France.

As in many African countries, development of a viable infrastructure has been slow, meaning long delays in correspondence, communication, transportation, and the installation of amenities such as electricity and piped water, particularly in the rural areas.

Waiting for rain also has been a constant preoccupation among the Senegalese. A primarily rural country in which 70 percent of the population ekes out a living from agriculture, Senegal's economic well-being hinges on a harsh and capricious climate that has not been particularly cooperative with farmers in recent years.

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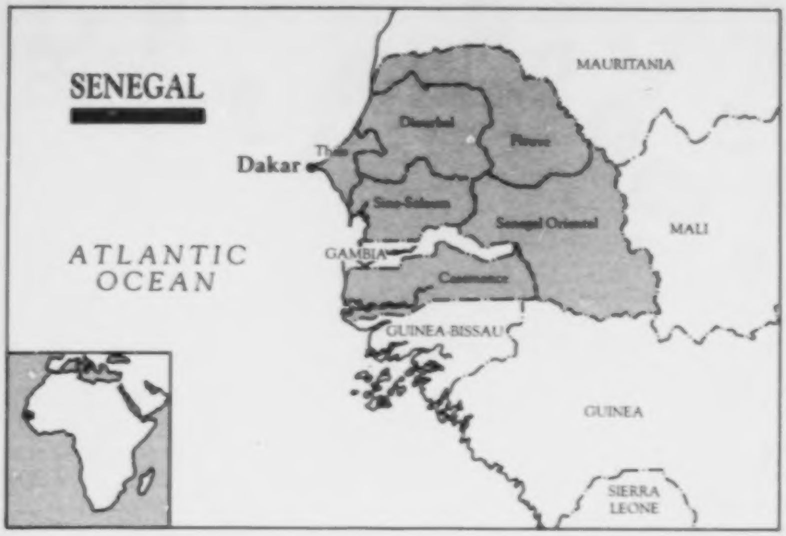
THIS MONTH: SENEGAL



Droughts that have plagued the Sahel in cyclical fashion for centuries have been unusually persistent in the last decade, with devastating effects on the nation's peanut harvest, the main source of foreign exchange, as well as on the sorghum, millet, and rice growth for local consumption. The "great drought" that struck in the early 1970s ravaged the land and wiped out thousands of humans and livestock. Though conditions began to improve in the latter part of the decade, sparse rains in the last few years have paralyzed agricultural production and crippled the economy. In 1984, the country suffered a 220,000-ton food deficit when farmers in some areas of the country harvested only 10 percent of their normal crop yields.

But even when rain is abundant, harvests of Senegal's staple crops are not plentiful enough to feed its people. In an average year, Senegal imports 360,000 tons of rice and up to 120,000 tons of wheat, most of what it consumes.

Like that of its Sahelian neighbors, Senegal's predicament is the result of both natural disaster and human miscalculation. The region's soil, already the world's oldest and weakest, bears the scars of years of overintensive cultivation and reduced fallow periods. As forests are stripped of their trees to supply wood for fodder and cooking fuel, the Sahara desert is advancing into fertile lands to the south, as much as four miles a year in some areas.

Still, the government has begun taking tough steps to institute reforms in crop pricing and marketing structure and the potential for progress is good. Senegal's president, Abdou Diouf, has been praised for having a more practical, no-nonsense approach to development than his predecessor, the intellectual statesman and poet Leopold Sedar Senghor.

Diouf has worked closely with the government and Western relief officials to chart long-term development strategies designed to improve the quality of life and reduce dependency on food imports and donations. In recent years, the government has encouraged foreign investment in the industrial sector, and phosphate mining, fishing, and textiles are some industries that have been expanding in the last decade.

Despite the poor economy, there is a demand in Senegal for Western goods, especially in urban areas, where Senegalese are fond of Western-style clothing, watches, audio and stereo equipment, and other specialty items.

With its magnificent coastline and warm, dry temperatures eight months out of the year, Senegal has long been a haven for French and other European tourists. But since the release of Alex Haley's *Roots*, which traced his ancestors back to the slave trading island of Goree just off the coast of Dakar, Americans have gradually been entering the tourist scene.

Though tourism in Senegal largely has been dominated by French hotel and resort chains, the country's idyllic climate and rich cultural setting, as well as Dakar's attractive city nightlife, have combined with the burgeoning strength of the dollar in recent years to make it a dynamic, untapped market for the American tourist industry.

Senegal's Direction de la Statistique conducted its first exhaustive national population census in 1976. Because of problems in data processing and cleaning, and delays in publication for this first full-scale statistical endeavor, 1976 census results were not released until 1982. In the meantime, planning for the next national census in 1986 began last June.

REGIONS AND CITIES

Senegal counted 5,068,741 citizens in April 1976, with a mean population density of about 25 inhabitants per square kilometer and a rural population density of 15 people per square kilometer. At an annual population growth rate of 2.6 percent in 1976, population was expected to double every 26 years. The U.S. Census Bureau has estimated an even higher growth rate of 3.2 percent per year for the pe-

INTERNATIONAL DEMOGRAPHICS

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riod from 1980–1985 and a population increase of 654,000 between 1976 and 1985. *International Demographics* estimates the 1985 population at 6.5 million and the 1990 population at 7.4 million with a growth rate of 2.8 percent for the rest of this century.

With an estimated 1.7 million people or 27 percent of its population living in urban areas in 1985, Senegal has one of the highest urban growth rates in sub-Saharan Africa. Dakar, the country's capital, accounts for the largest percentage of urban growth. In 1981, an estimated 1.3 million people or 65 percent of those living in urban areas resided in Dakar.

Senegal's capital is increasing in population nearly three times faster than the country as a whole. The rural population, hard hit by drought and failed agricultural efforts, migrates to Dakar seeking better opportunities and services.

Because both family bonds and the concept of sharing are so important in Senegal, it is virtually impossible for those who earn decent salaries to turn away long lines of extended kin who appear at mealtimes or arrive for visits and stay for months at a time. And because the act of charity is considered a religious duty among Senegal's predominantly Moslem population, Dakar, an Islamic center and home of the country's wealthiest Senegalese and expatriate communities, is an attractive haven for beggars.

After Dakar, the next three most populous cities were Thiès, with an estimated 126,000 inhabitants in 1979; Kaolack, with 115,000 residents; and Saint-Louis, with 88,000.

For administrative purposes, Senegal is divided into 8 regions, 27 departments, and 97 arrondissements. Each region is headed by a governor appointed by and responsible to the president. The most densely populated region in 1976 was Cap Vert, the nation's industrial center and home of the capital, with 1,711 residents per square kilometer. Three regions in the groundnut basin are fairly densely populated: Thiès, with 102 people per square kilometer; Diourbel, with 97; and the Sin Saloum, with 42.

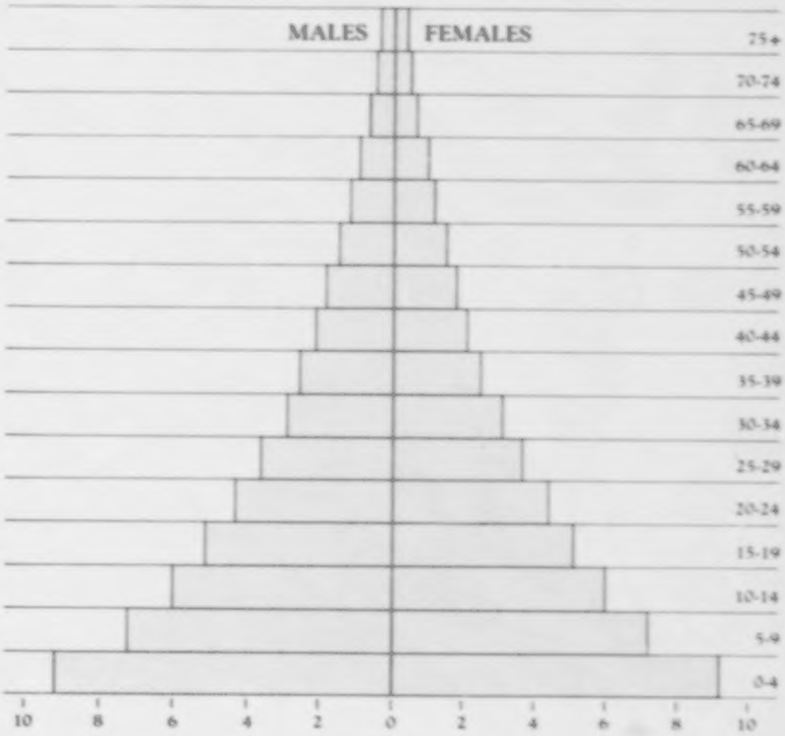
Senegal's four other regions house only 39 percent of the nation's population, although they cover 82 percent of its territory. Ironically, the regions with the greatest potential for irrigation and soil science research—the Casamance, Senegal Orientale, and Fleuve regions—have the lowest population densities, while those with the most exploited soil and unstable water sources are the most heavily populated.

HOUSING AND TRANSPORTATION

Though population density in Senegal's cities is on the rise, 73 percent of the population still lives in a rural setting. In 1977, only 18 percent of the population had access to electricity and in 1983, only

POPULATION OF SENEGAL BY AGE AND SEX: 1985

(in percent)



age	*total*	*males*	*females*
All ages	6,474,100	3,204,700	3,269,400
0– 4	1,193,300	597,200	596,000
5– 9	935,600	466,800	468,800
10–14	779,200	388,300	390,900
15–19	659,900	328,300	331,600
20–24	560,600	278,000	282,600
25–29	469,800	231,400	238,400
30–34	389,400	190,800	198,600
35–39	325,800	162,800	163,000
40–44	275,500	137,000	138,500
45–49	231,900	114,500	117,300
50–54	191,400	93,400	98,000
55–59	154,200	74,500	79,800
60–64	119,500	56,800	62,800
65–69	86,300	40,000	46,300
70–74	56,000	25,300	30,700
75+	45,700	19,600	26,100

Source: International Demographics, 1984

37 percent of occupied dwellings had access to piped water.

Rural villages are made up of clusters of huts built from clay, fibrous plants, or rough timber with thatched roofs and packed earth floors. Village chiefs and well-to-do villagers may build more permanent structures with walls of sun-dried mud bricks, stone, or cement, with roofs of corrugated iron.

A cluster of dwellings and storage sheds belonging to one family group is usually built around a central courtyard, with the entire complex screened by reed fences.

The male head of the family group in the compound usually has a house or room for himself and his older sons. In polygamous households, each wife has separate quarters, which she shares with her younger children. Married couples, unmarried young men, older women, and servants have their own rooms or areas, but a young single woman is not permitted to live apart from other family members.

In Senegal's urban neighborhoods, especially in Dakar, housing styles vary according to economic status. Government officials, wealthy businessmen, professionals, and expatriates live primarily in European-style houses or apartments on planned streets well served by electricity, where each home has piped water, telephone service, and garbage pick-up.

In central Dakar and other towns, middle-income Senegalese are served by some amenities, but open sewers and erratic electrical service are common in many neighborhoods. The poorest sector of the urban population lives in shantytown areas of huts and improvised shelters crowded along narrow streets and dead- end lanes. In these areas, water must be carried by hand from public fountains and lighting, if any, is provided by candles or kerosene lanterns.

Public transportation by taxi, bus, or *car rapide*—vans or station wagons for hire in cities—is readily accessible and relatively inexpensive in Dakar, though everything but taxis can be crowded, hot, and hazardous during rush hours.

Dakar is served by a fully equipped and developed international port that handles much transit traffic as well as more than 90 percent of the country's foreign trade. There are three other ports in the country at Saint-Louis, Kaolack, and Ziguinchor. The Dakar-Yoff International Airport is an important stop for international flights between Europe and South America and the major stopping point for flight traffic to most points in western and southern Africa.

Though rural feeder roads are poor, Senegal's main road network is one of the best in West Africa, boasting 1,686 miles of asphalt roads and 6,944 miles of laterite and dirt roads. A 640-mile railroad network handles most freight traffic, including trade from abroad to neighboring Mali and Mauritania.

AGE DISTRIBUTION

From dawn to dusk, children's playful cries ring out in Senegal's urban neighborhoods and its rural villages. When a Western visitor approaches, scores of children break out in fits of giggles and cries of *toubab* (white person), pleading good-naturedly for a ride in a car or a few coins. If they lack the sophisticated toys and games found in Western countries, they are seldom short of playmates.

Children reign in Senegal, where the single largest concentration of the population by age—14.2 percent—is 5 to 9 years old. Throughout sub-Saharan Africa, a combination of high fertility rates and low life expectancy have weighted the population balance in favor of the young. Senegal is no exception. More than half the total population is under age 18 and less than 3 percent is over 65 years old, according to our estimates.

Fertility is likely to remain high in Senegal as long as cultural and religious mores continue to assign a high value to early marriage and childbearing for women and to look askance at any form of birth control other than abstinence or planned periods of separation.

TIPS ON TRENDS

ENGLISH COUPLES MOVE TO SHARING TASKS

Shopping is shared by 44 percent of British married couples, but among couples aged 18 to 24, well over half—56 percent—share that chore.

If the trend continues among young marrieds, it could eventually shift British household buying patterns to be more like those in the United States where men and teenagers are becoming more involved in grocery and other household shopping. The trend is not likely to be quite as strong as in the United States, however, because married women with children are less likely to work in Britain than in the U.S.

A recent survey of British married couples found that of all those surveyed, 17 percent shared equally in preparation of the evening meal; 24 percent shared household cleaning equally; 44 percent shared equally in household shopping; and 10 percent shared equally in washing and ironing.

Among married couples between the ages of 18 and 24, 21 percent shared equally in evening meal preparation; 24 percent in cleaning; 56 percent in shopping; and 22 percent in washing and ironing.

If young unmarried women have their way when they are married, the sharing will become much more evident. Unmarried women between the ages of 18 and 24 in the following percentages said the tasks should be shared equally: 60 percent, evening meal; 61 percent, cleaning; 79 percent, shopping; and 40 percent washing and ironing. •

Source: British Social Attitudes: The 1984 Report, *Social and Community Planning Research.*

Marriage is by far the preferred state for women in Senegal. Data from the 1978 World Fertility Survey show that 87 percent of the women aged 15 to 49 had married at some point in their lives, and 83 percent were still married.

A Senegalese couple that had decided to limit their family to two children talked about their decision at a cocktail party held at the home of an American diplomat one evening. Though their conviction remained firm, their choice had added a huge burden to their lives. They could not visit relatives or even friends without attempts to cajole or pressure them into having children. "The pressure is unbelievable," the woman said. "The attitude is that if you are healthy and capable of producing more children and you decide not to, you must be incredibly selfish."

This scenario illuminates traditional attitudes regarding childbearing. Children are viewed as a gift of God, to be desired in as great a number as possible; it is not only a blessing but a duty to share your lot with as many as you are granted. Children are important as a source of agricultural labor and as a form of social security for aging parents.

For these reasons, the question of preferred family size was a delicate one in the World Fertility Survey. Twenty-nine percent of respondents gave responses such as "It depends on God," or, "It depends on my husband." Of those women who did respond with a number, 53 percent declared an ideal of nine or more children.

As in most developing countries, the potential for rapid population growth has been checked somewhat by high mortality rates affecting all age groups.

The mortality rate for the entire population was estimated at 20 to 22 deaths per 1,000 persons in the early 1970s, but the U.S. Census Bureau estimated a downturn in those figures to between 17 and 19 per 1,000 in 1984. Senegal's Direction de la Statistique projected an increase in average life expectancy from 45 to 47 years for women and from 43 to 46 years for men between 1976 and 1991.

POLYGAMY

When asked by a Western visitor to explain why men are permitted to have many spouses while women are restricted to one, a Senegalese man looked genuinely surprised. "Why, a tree bears many fruit, but a fruit belongs to but one tree," he explained.

The relatively common practice of polygamy in Senegal adds another dimension to statistics on marital status. Long practiced among all ethnic groups, polygamy may even be on the upswing, according to World Fertility Survey data that show 32 percent of all married men were polygamous in 1978 compared with 28 percent reported in the nation's 1970–71 national demographic survey. The average number of wives per married man also increased slightly during that period, from 1.3 to 1.5.

In 1978, 48 percent of all married women between the ages of 15 and 49 lived in a polygamous union. Women under age 30 living in urban areas in the western or northeastern parts of the country were less affected by polygamy; among ethnic groups, the lowest incidence of polygamy was found among the

TIPS ON TRADE

PRIVATE TV NOW IN WEST GERMANY

As of January 1, private television was available for the first time in West Germany, reaching about 120,000 households served by cable. Proponents of SAT-1, the new network, expect that it will increase program variety and will reach 1 million households by the end of this year. The new network makes about 12 hours of programming available, supported by advertising.

COFFEE MORE POPULAR THAN BEER

Beer is still the most popular alcoholic beverage in West Germany, with consumption averaging about 123 quarts a year per person. But coffee has taken over in popularity among all beverages. The average German drinks 140 quarts annually. In addition, the demand for nonalcoholic beverages is rising. Soft drinks and fruit juices account for 120 of the overall 533 quarts of commercial liquids quaffed annually per person in the country. The next most popular among nonalcoholic drinks is mineral water, selling just over 40 quarts per person per year.

Source: The Week in Germany, *German Information Center.*

ARGENTINA IS A CASH ECONOMY

Credit cards are being taken out of circulation in Argentina because of the 600 percent inflation rate, according to our Latin American correspondent, Ralph Hakkert. Shoppers in Argentina rarely use personal checks, partly because a personal checking account is hard to establish. Therefore, payments are made in cash. Inflation has encouraged consumers to apply their monthly incomes on the capital market, buy their daily necessities with a credit card and pay only at the end of the month when inflation has already taken some 15 to 20 percent from the money's value. In local slang, the operation has become known as the *bicicleta.*

HONG KONG BANK SEEKS CONSUMERS

Hongkong and Shanghai Banking Corp.—Hong Kong's largest financial institution—is aggressively pursuing personal banking customers following a period when it was difficult for the average salaried worker to obtain a loan. The *Asian Wall Street Journal Weekly* (Jan. 21, 1985) reports that Hongkong Bank is making it easier for consumers to obtain personal loans, overdraft privileges, and electronic teller cards. ●

POPULATION DISTRIBUTION FOR RESIDENT POPULATION OF SENEGAL BY SEX AND LEVEL OF INSTRUCTION

type of instruction	*males*	*percent*	*females*	*percent*	*both sexes*	*percent*
Koran school	720,922	37.0	396,880	20.0	1,117,802	28.6
Arabic school	52,731	3.0	40,587	2.0	93,318	2.4
Primary school	357,243	19.0	232,538	12.0	589,781	15.1
Secondary school	109,998	6.0	52,480	3.0	162,478	4.1
High school	8,051	0.4	2,157	—	10,208	0.3
Professional school	10,719	0.6	5,303	—	16,022	0.4
Vocational school	184	—	212	—	396	—
Illiterate	668,183	35.0	1,252,249	63.0	1,920,432	49.1
Total	1,928,031	100.0	1,982,406	100.0	3,910,437	100.0

Source: Direction de la statistique, Dakar, 1982

Diola, Serer, and Peul women, with 51 percent of those married and over age 30 living in polygamous unions as opposed to 70 percent of Wolof women and 75 percent of Manding women.

Though polygamy shows no signs of abating in Senegal, laws governing its practice have been tightened in recent years as a budding women's movement in Senegal has gained momentum. Legislation now requires a man to sign a contract with his first bride informing her if he plans to take other wives so she can decide if she wishes to go through with the marriage on that basis. Islamic tradition and cultural pressures still hold sway over legal statutes in most rural areas, however, leaving a woman whose husband violates that contract with little practical recourse.

Another common marital practice in Senegal is the custom of men taking their male kin's widows as wives. In 1976, nearly a quarter of all married women between the ages of 15 and 19 were "inherited widows," and by age 60 more than a third fit that category.

EDUCATION AND COMMUNICATION

Although close to 80 percent of the population were counted as illiterate in 1976, opinion surveys at both urban and rural levels show education and intellectualism are highly valued in Senegal. Many of those thwarted from attending modern French schools for lack of teachers or schools or because of family obligations receive some instruction in more informal Koranic or Arabic schools. In the rural areas, it is not unusual to see groups of children assembled outdoors with their tablets, reciting Islamic prayers in unison.

There is a wide disparity between men's and women's literacy rates, with 28 percent of the male population literate in French or Arabic compared with 17 percent of the females. For many years, Islamic prohibitions on the integration of the sexes served to restrict women from entering schools, but the proportion of women attending school has increased significantly since independence, with the number enrolled in higher education in 1980 up to 20 percent.

International Demographics estimates that there are 12,600 readers of materials written in English in Senegal.

Extremely astute on domestic as well as foreign affairs, the Senegalese rely on two government-owned radio stations, a daily newspaper, and word of mouth for their news. Radio is the most effective element of the mass media, especially in rural areas marked by low literacy and unreliable distribution of the printed word.

The national broadcasting system includes two radio stations: Radio Inter, aimed at an urban intellectual audience fluent in French, and Radio Senegal, aimed at the masses and known for its broadcasts in Wolof, Serer, Sarakolé, Manding, Diola, and Pulaar.

A government-owned television station also operates in Dakar with local, French, and some English broadcasting, but only 11 percent of the population owned a television in 1980.

Le Soleil, Senegal's only daily newspaper, has established a reputation as one of the highest quality newspapers in West Africa with the lowest degree of government interference or overt censorship despite a healthy government subsidy.

LANGUAGE, ETHNICITY, AND RELIGION

Though French is Senegal's official language and governs business, commerce, and the mass media, only about 15 percent of the population speak or write French. The most widely understood language in Senegal is Wolof, a tribal dialect understood by 80 percent of the population. Other important indigenous languages of the country are Serer, Pulaar, Diola, Manding, and Sarakolé.

Representing 43 percent of the population, the Wolof tribe is Senegal's dominant ethnic group, followed by the Serer, accounting for 15 percent, the Peul, 13 percent, and the Tukouleur, 11 percent. Ethnic relations generally are harmonious and free of strife.

Senegal is home to a relatively large proportion of people from other countries. According to the 1976 census, there were 118,782 non-Senegalese in the country, though officials feel a substantial number more failed to divulge their true national ties to census takers.

Though some French remain in the Senegalese administration in an advisory capacity, their numbers and influence have declined sharply since independence and those still in the country serve mainly as foreign assistance technicians, teachers, and business entrepreneurs. Relations between the Senegalese and the French are amicable though distant for the most part.

For more than half a century, the Lebanese in Senegal have been the small-scale commercial middlemen between Africans and the world economy. In Dakar and other large towns, the Lebanese are most visible as merchants of European fabrics in the scores of fabric stalls that line the downtown market area.

Mauritanians, who make up 9.5 percent of non-Senegalese residents, also have established a profitable niche for themselves as vendors in popular neighborhood variety shops known as *nar* shops and as fine artisans of hand-crafted silver and ebony jewelry sported in abundance by Senegalese and favored by tourists.

Islam is the professed religion of more than 80 percent of the Senegalese, including nearly all the Wolof. Another 6 percent are Christians, a group heavily represented among the educated elite.

Although the constitution guarantees freedom of religion and provides for separation of church and government, significant political power is wielded by religious leaders called *marabouts* who represent various Moslem brotherhoods. An extremely influential voice in government circles, marabouts play a leading role in shaping public opinion, mobilizing political support and controlling the economy and large portions of land, particularly in groundnut-producing areas. Their followers frequently seek them out for practical counsel as well as spiritual guidance.

Religion plays an important part in the daily lives of most Senegalese, and adherence to religious tradition is strict and full of ceremony. Moslem rituals such as praying five times a day facing East, fasting from sunrise to sundown for the 30 days of Ramadan and slaughtering a ram for the feast of Tabaski are observed rigorously.

LABOR FORCE AND INCOME

By far the largest proportion of Senegal's active male population—69 percent of 1.4 million—are employed in the agricultural sector, which includes farming, fishing, livestock, and hunting. Laborers and machine operators account for 14 percent of the active population, while business persons and vendors constitute 4 percent.

About 200,000 people were employed in the modern sector in 1976, most of these concentrated in the Cap Vert region, which claimed 85 percent of all salaries earned in the private sector, 63 percent of those earned in government-owned factories and 46 percent of the pay earned by public servants.

There were an estimated 888,000 women workers active in the labor force in 1980, with the highest proportion employed as domestic servants.

CONSUMPTION

Because Senegal's economy is so poor and its people so generous in sharing what they do earn, there is little room for conspicuous consumption in Senegal. In 1984, *Euromonitor* reported 4 percent of all Senegalese households had cars, 13 percent had a telephone, and 11 percent had a television. These figures may represent ownership in Dakar rather than other areas. The Senegalese do place a high value on both news and popular music—both Western and African—and 46 percent of the population reportedly owned radios in 1984. Stereo equipment and tape decks are common not only in urban areas but even in rural dwellings as long as there is a source of power.

BOTH MEN AND WOMEN TAKE PRIDE IN COLORFUL, ATTRACTIVE CUSTOM-MADE CLOTHING.

Both men and women take pride in colorful and attractive clothing custom-made by highly skilled but inexpensive tailors using locally-produced cotton batik and tie-dyed cloth or imported synthetic fabrics from abroad. In the rural areas, women wear long, brightly colored dresses or wrap skirts and turbans, and men wear long robes or loosely-fitting pants and tunics of batik or white cotton; in urban areas both sexes dress in a blend of traditional and Western style clothing.

The Senegalese diet consists largely of rice or millet, fish, vegetables, some beef and chicken, and various spicy sauces, most made with a peanut [illegible] tomato base and laced with hot peppers. The national dish, *cheb-bu-jen*, is a hearty rice, fish, and vegetable stew coated with spicy tomato sauce and eaten religiously at noontime by many Senegalese.

Because Senegal's Moslem population is so large, consumption of alcohol is low although the region produces some excellent beers quite popular among non-Moslems and expatriates, as are the country's imported fine French wines. Soft drinks of all brands and flavors are extremely popular among the Senegalese, as are fruit juices, particularly pineapple and orange.

Open-air markets vending vegetables, grains and spices, fish, and meats serve the local population, while smaller enclosed markets and a few large supermarkets in the urban areas stock imported and packaged products consumed mainly by expatriates and wealthier Senegalese.

SOURCES

The U.S. Census Bureau's International Statistical Programs Center has published reports from Senegal's 1976 census, which also may be available at selected libraries. To arrange for photocopied excerpts of tables or for more information on the Senegalese census, write Peter Johnson, International Statistical Programs Center, U.S. Department of Commerce, Bureau of the Census, Washington, DC 20233, or call (703) 763-4086.

The International Trade Administration has published an updated Investment Climate Statement, Foreign Economic Trends Report, Overseas Business Report, and Updated 1984 Trade Statistics on Senegal, as well as a report on the food processing and packaging industry and an agricultural equipment marketing study for Senegal. It also has published trade regulations for Senegal from Dun and Bradstreet's *Exporters Encyclopedia*. Single copies of these items can be obtained from Renée Hancher, U.S. Department of Commerce, International Trade Administration, Office of African Affairs, Room 3317, 14th and Constitution

Avenues, N.W., Washington, DC 20230, telephone (202) 377-4388.

The Department of State's *Background Note Series* includes a June 1984 summary for Senegal (#7820). Single copies are available from the U.S. Department of State, Bureau of Public Affairs, Office of Public Communication, Washington, DC 20525.

The *Area Handbook Series* of the Foreign Area Studies Program at the American University (Washington, D.C.) published a country study of Senegal in 1974. This 351-page volume summarizing the history, social and economic climate and government and politics of Senegal can be ordered from the U.S. Government Printing Office for $11. The stock number is 008-020-00521-5.

An English language summary of 1978 World Fertility findings from Senegal or the country report itself—"*Enquête sénégalaise sur la fécondité 1978*"—may be ordered from the International Statistical Institute, 428 Prinses Beatrixlaan, P.O. Box 950, 2270 AZ, Voorburg, The Netherlands.

A U.S. Census Bureau report, *Women of the World: Sub-Saharan Africa*, contains comparative data on population, literacy, labor force, marital status, fertility and mortality on women in sub-Saharan Africa. This 200-page report, published in August 1984, can be ordered for $5.50 from the Data User Services Division, Customer Services (Publications), Bureau of the Census, Washington, DC 20233.

As part of its *Population Bulletin* series, the Population Reference Bureau has a report on "Sub-Saharan Africa: Population Pressures on Development," by Thomas Goliber, Volume 40, No. 1, February 1985. It is available for $4 plus a $1 handling fee from the Population Reference Bureau, 2213 M St., N.W., Washington, DC 20037, telephone (202) 785-4664. •

—Deborah Gold

Ms. Gold, a Washington-based freelance writer, is a former reporter for Le Soleil, *the francophone daily newspaper in Dakar.*

FEATURE

CACI MARKET ANALYSIS DIVISION

Although part of the same family, CACI's London-based Market Analysis Division is not an identical twin of its United States' sister.

Some of the differences result from CACI's relationship with the British Office of Population Surveys and Censuses, some from the retailing and direct mail environments in England, and others from the way census data are used by consumer goods companies when the geography being considered is less expansive than that in the United States.

First, the British census office doesn't sell summary tape files outright in the same way that the U.S. Census Bureau does. Instead, the Crown Copyright requires that CACI or any other firm that chooses to buy, process, and resell the data pay a royalty every time the data are sold. As a result of the expense involved, there has been no proliferation of private data processing companies the way there has been in the United States. In addition, the British Office of Population Surveys and Censuses is efficient in supplying small area statistics to businesses, so there has been no market for private companies to do so.

The retailing environment is also quite different in Britain. A retailer in any community can get to any other community in a day or less by train. Most British people know a lot about any town of reasonable size in their country and retailers are well acquainted with the retail atmosphere in the "upmarket" towns of Britain. As a result, retailers don't need to purchase the demographic characteristics of markets for the same kinds of analysis that are needed in the United States where few people can be acquainted with the retail atmosphere in more than 3,000 counties.

The net result is that CACI in London carries a different product portfolio than CACI in Washington, according to Richard Webber, vice president in charge of the London office.

The SITE product, which provides the demographics of small areas to assist in site selection, is carried only through time-sharing.

ACORN (A Classification of Residential Neighborhoods), which clusters Britain's neighborhoods by income and lifestyle into 38 distinct groups, is used in the same way the U.S. ACORN system is used—to target locations and addresses of customers who are most likely to buy different kinds of products.*

A new product called "ACORN Motoring" uses data from the 1981 census and a Motorists Panel operated by RBL Forecast, a market researcher in the automotive field. The reports produced from "ACORN Motoring" give detailed consumer expenditure reports on a street-by-street, product-by-product basis anywhere in Britain, enabling garage owners, oil companies, and car accessory manufacturers to pinpoint the most effective areas to market their products.

Rather than simply selling off-the-rack products, CACI's London office prefers a "consultancy" approach, Webber says. And as is the case with "ACORN Motoring," it frequently creates a product in a joint venture with some other company.

"We have found that there is a new and distinct consultancy profession—not just a fragment of marketing—developing. The proper use and understanding of demographics is seen as so complex that it requires specialist consultants in the area," Webber said.

For example, Webber notes that in every country there are marked regional differences in products that are purchased. "You can often get misleading results if you can't define the base area from which you are working," he explains.

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* *For a more extensive discussion of the way cluster systems work in general, see the November 1982 issue of* American Demographics.

He uses as an example the sales of expensive German imported cars in the United States, which are highest on the East and West Coasts. If you just pick ACORN types according to the sales of those cars and assume that sales will be duplicated in that same ACORN type no matter what its geographic location, you would be wrong, Webber says. "It is sometimes hard to select the right geographic base," he explains, "which is why we feel it is difficult to sell these products without consulting extensively with the client."

Eighty to 90 percent of CACI's British revenues come from the use of their products for direct mail applications, Webber says.

The British list rental market is largely undeveloped. There is a great deal more concern in that country about privacy, and because national distribution systems are so good, people rarely subscribe to magazines. Instead, they buy them on the newsstand, so the large magazine-subscriber lists that are rented in this country are simply not available in Britain.

A company that creates new magazines in Britain uses ACORN to decide what groups will respond to specialized magazines and then targets its mailings to those different groups with the use of the ACORN-based address system. The ACORN system helps them assure advertisers that their messages will reach their targets. The first two magazines were a gardening magazine directed to first-time owner occupants of houses and a personal finance magazine designed for empty-nesters over age 50.

Even the British post office promotes ACORN as a means of segmenting the market better. The post office has an "unaddressed" mail system available, but to help companies target their mailings more efficiently, it encourages the use of ACORN as a "consumer location system."

The largest catalog company in Britain, Great Universal Stores, created an address base from the voters' rolls, and has used ACORN to take that address base a step further by linking the addresses with the ACORN types of CACI.

The system is also favored by companies that distribute leaflets—a much larger business in Britain than in the United States. And, unlike in the United States where credit scoring is such a controversial issue that it is rarely discussed, in Britain credit-scoring companies use ACORN types to help them decide whether to offer credit. "The use of ACORN is legal for that purpose in Britain," Webber says, "as long as ACORN isn't the only criterion that is used."

WORKFORCE DATA

CACI's newest product is WORKFORCE, a product that targets consumers by where they work and helps locate business-to-business opportunities. ACORN comes into play by typing areas according to the ACORN-types who work there rather than those who live there.

The data were compiled from a 10 percent sample of the 1981 census in which people were asked to give the exact address of their workplace.

Besides helping retailers decide whether a location is a good one for daytime sales, it also provides data on the retail composition of towns. "It can scan the country, for example, to find places where there aren't as many jewelers per capita as could be successful. If everyone uses the same demographic information to locate in the same places, not all of them will be successful."

Besides working in Britain, CACI last month launched an ACORN system in Sweden (see sidebar) and it plans to have Irish and West German systems in place by the middle of 1986. Webber says CACI would like to do more work in France, but that it is difficult to match addresses to census areas in that country.

CACI Market Analysis Division in the United States can be reached by writing 1815 North Fort Myer Drive, Arlington, VA 22209 or by calling (703) 841-2356. In Britain, CACI is located at 59/62 High Holborn, London WC2, England; telephone 404-0834. The contact in Britain is Richard Webber; in the U. S., Dan Huck, vice president and director of the U.S. marketing analysis division. ●

INSIDE INFORMATION

NEW SWEDISH ACORN SYSTEM AVAILABLE

CACI's ACORN system in Sweden was launched with agreements between CACI, the leading leaflet distributors Svensk Direkt Reklam, and Testologen, a market research bureau.

Based on demographic statistics for each of Sweden's 4,700 post number areas, the ACORN system defines 28 distinct types of residential neighborhoods. These range from smart nonfamily flats in city centers through modern rented housing for families on the urban fringe to different types of agricultural communities and rural service centers.

Testologen has classified respondents to its market research surveys according to the ACORN code of their address post number, thereby making it possible to establish the ACORN types, and hence the best post numbers, for finding users of particular media, products, financial services, or leisure pursuits.

Where customer addresses already exist, these can be analyzed by post number to show which ACORN types are the most frequent purchasers of the product or service in question.

Having used ACORN to define the target market, advertisers can then use Svensk Direkt Reklam (SDR), which has matched its leaflet distribution zones to the post number system and is offering distributions targeted to the ACORN types shown by the Testologen surveys to have the highest customer potential for particular types of products.

REGIONS

AFRICA

GROWTH IN BOTSWANA

The fastest growing urban census districts in Botswana between 1971 and 1981 were Gaborone, Selebi-Phikwe, and Orapa.

Gaborone grew 237 percent, to a total population of 59,657, making it Botswana's largest city. Next in size is Francistown, with 31,000 residents, but it grew only 67 percent in the ten-year period.

Selebi-Phikwe reached a total population of 29,400, with growth of fully 497 percent. Although Orapa grew by 332 percent, its total population in 1981 reached only 5,229 people.

The largest census district in Botswana is the Central area, with 323,328 people in 1981.

BLACK CONSUMERS AND THEIR BUYING POWER

This year the total buying power of South African whites is expected to be 40 percent, while that of blacks will be 47 percent, according to a professor of business economics at the University of Potchefstroom.

In an article in *Woord en Daad*, Prof. G. J. de Klerk said blacks will make 60 percent of food purchases. Whites will account for only 25 percent of food purchases; coloreds, 11 percent; and Indians, 4 percent.

Blacks will be second to whites, de Klerk projects, only in purchases of liquor and cars.

And, says the managing director of a firm called Consumer Behavior, the black consumer of the future will not accept inferior merchandise. Eric Mfuna told the Caterers Association at Rands Afrikaans University that the modern black consumer is changing in diet as well as in buying habits.

Retailers in black areas need to provide facilities for frozen foods, for example, if they expect that frozen and prepackaged foods will penetrate black areas to the extent they have white areas.

Source: South African Digest, *published by the Publications Division of the Department of Foreign Affairs, Pretoria, South Africa. Reports above are excerpted from* Die Vaderland *and* Business Times.

ASIA

TOKYO'S AGED

Metropolitan Tokyo now has nearly 1 million people aged 65 and older, according to a report called "Number of Households and Population in Tokyo Based on the Master Resident Register."

The total population reached an all-time high this year of about 11.5 million, up by 64,600 from 1983.

The juvenile population (aged 0 to 14) increased to 2.2 million, the working age population (aged 15 to 64) to 8.3 million and those over age 65 to 992,555. Nearly 9 percent of the Metropolitan Tokyo population is now over age 65, compared with about 13.5 percent of the Japanese population in general. Household size continues to decrease slightly in Tokyo while the number of households increased by 1.5 percent between 1983 and 1984.

Despite the fact that Tokyo is a large urban area, more than 50 percent of its families raise at least some of their own vegetables, according to a survey done by the Tokyo Municipal Government's Bureau of Citizens and Cultural Affairs. Young people in their 20s showed a particular interest in raising vegetables and of those who said they don't raise them now, 76 percent expressed an interest in doing so in the future.

Such a finding could mean a market for urban gardening products such as window garden shelves, herb gardens in pots, fluorescent lights for plants, plant foods and other items which allow gardening in a tiny space.

While 44 percent of those polled said they spend only about 5,000 yen a year (about $20) on plants and flowers, another 41 percent said they spend at least twice that amount.

News of Tokyo is reported quarterly in the *Tokyo Municipal News*, available from The Liaison and Protocol Section, International Communication Division, Bureau of Citizens and Cultural Affairs, Tokyo Municipal Government, 5-1 Marunouchi 3-chrome, Chiyoda-ku, Tokyo, Japan.

SOUTH KOREA

South Korea's official attitudes toward family planning have evolved slowly.

In 1961, its family planning slogan was "Have few children and bring them up well."

By 1971 it had changed to "Stop at two regardless of sex."

And, the most recent slogan — a tribute to the rising status of women in Korea — is "A well-bred girl surpasses ten boys."

Writing in *Korea's Economy*, a publication of the Korea Economic Institute of America, Inc., Glenn Lehmann reports that the direct effect of rising incomes on birth reports is not known.

But, "an analysis of the 1974 Korean National Fertility Survey points to two probable indirect effects. Higher income households wanted more education for their children, but given the importance of private post-primary schools in Korea, the costs of additional education rose faster than incomes, reducing desired family size. Also, parents' dependence on children for old-age support generally decreased as income rose, lessening the incentive to have large families. The even more rapid growth of savings, pensions, and insurance policies further decreased parents' need to depend on their children in old age."

Between 1960 and 1980, population doubled, urban population nearly doubled, and secondary school enrollment increased 2.5 times. At the same time the population growth rate went from 3 percent a year to 1.6 percent a year. South Korea's government hopes to achieve replacement level fertility by 1988.

The report (July, 1984; Vol. 3, No. 6) is available from Korea Economic Institute of America, Inc., 1800 M St., N.W., Suite 225, Washington, D.C. 20036.

ASIANS FIND WORK IN THE MIDEAST

Many Asian workers are still dependent on finding work in the Mideast in order to support their families at home.

Because these workers remit a significant portion of their wages to their families in their home countries they are an important source of consumer revenue in those countries.

Data reported at an Expert Group Meeting on International Migration in Asia and the Pacific in Manila indicated that in 1983, 930,000 workers from India were in the Middle East. Indian companies reportedly have contracts for 500 projects in the Middle East worth a total of $750 million.

Indonesia only recently began to export labor. Fewer than 10,000 people a year worked overseas between 1979 and 1981, but the government would like to see that number raised to about 80,000 workers a year.

A report on the Expert Group Meeting, printed in a recent issue of *Population Headlines* from ESCAP says, "The Republic of Korea has the most comprehensive program for supplying labor to the Middle East. Korean workers in the Middle East are permitted to work only for Korean companies and room and board is provided so that they are able to remit a high percentage of their earnings. In 1982, 196,855 Koreans went overseas to work—151,583 to the Middle East. Remittances from workers in the Middle East equalled $1.9 billion in 1982, or 8.9 percent of the value of exports of goods. In addition it is estimated that the value of Korean construction contracts in the Middle East totalled $30 billion by 1980."

It was estimated that 500,000 Philippine workers were in the Middle East in 1982 and that they remitted more than $700 million.

In 1983, about 1.2 percent of the Sri Lankan population was estimated to be working in the Middle East. In 1980 and 1981, the number of women among the Sri Lankan workers outnumbered the men because the women could get work as domestic servants.

In 1983, about 230,000 Thais in the Middle East returned about $1 billion to their country.

"The Expert Group Meeting concluded," the report says, "that the export of labor has been a net benefit to the Asian countries of the ESCAP region. Since their domestic labor forces are large, emigration has had little impact on them. At the same time, remittances earned from workers abroad as well as overseas contracts gained by Asian companies have been a major source of foreign exchange earnings."

HONG KONG

The small family concept has generally been accepted in Hong Kong. The 1982 Family Planning Knowledge, Attitude, and Practice Survey found that the actual number of children per family decreased from 3.7 in 1967 to 2.6 in 1982. The birth rate declined from 23 per 1,000 in 1967 to 16.5 per 1,000 in 1982.

CHINA

China has completed computer tabulation of its 1982 census five months ahead of schedule, according to the State Council Census Office. The final tabulations are close to those of the manual tabulations in International Demographics' China profile in October, 1984.

MIDDLE EAST

EGYPTIAN MIGRANTS

A small study reported in the Egyptian journal, *Population Studies*, reports on agricultural workers who left two Egyptian villages in 1983 to take jobs in other Arab countries.

While the authors are reluctant to generalize their findings to the condition of all agricultural workers who migrate from Egypt, their findings are worth reporting.

They found that the majority of migrating workers were between the ages of 21 and 35 and that economics were the primary reason for migration. Nearly half of them picked the country to which they migrated because a visa was not required.

Thirty-seven percent entered construction work, 18 percent services, 14 percent agricultural work, and 11 percent went to work in restaurants. About one-quarter said they had to accept work that did not suit them, but were later able to change jobs.

The migrant workers said they intended to use their savings for house construction, family needs, marriage costs, and investments.

But their actual expenditures were 29 percent on modern household equipment, 23 percent on repayment of loans, 16 percent on home construction, 11.5 percent on buying cattle, 11 percent on savings, and 6.6 percent on buying gold.

The full article in Arabic is found in Vol. 11, No. 68 of *Population Studies*, published by The Research Office of the Population and Family Planning Board, Cairo.

COMING UP

Profile: The demographics of London's neighborhoods suggest varying business opportunities.

Foreign-born residents in the United States may be able to help assess potential markets overseas.

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MAY 1985

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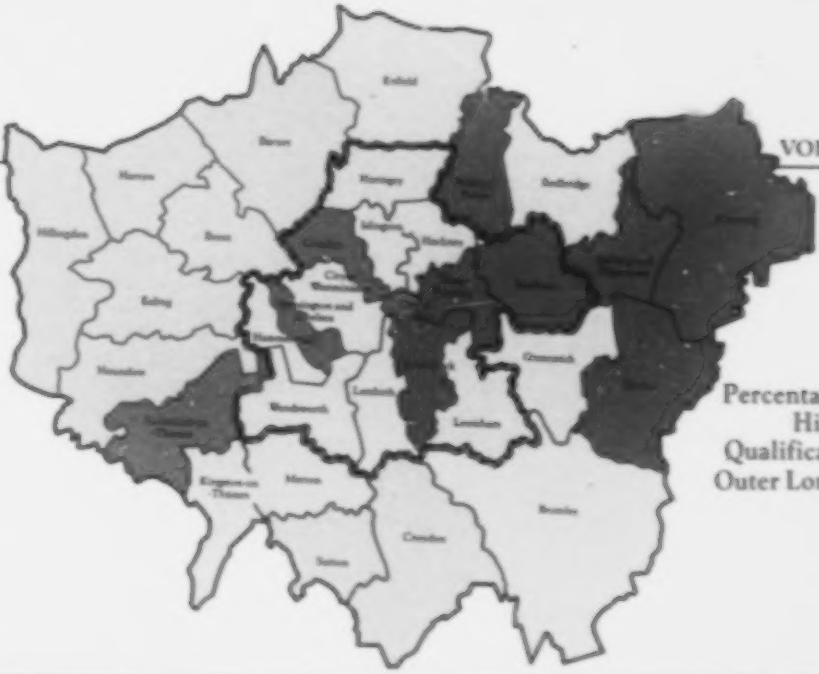
GREATER LONDON



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Hounslow
Greenwich
Lambeth
Wandsworth
Lewisham
Richmond-upon-Thames
Bexley
Kingston-on-Thames
Merton
Sutton
Croydon
Bromley

Percentage of People with Higher Educational Qualifications; Inner and Outer London by Borough

■ 10% or less
11-15%
16-20%
■ 21% or more

COUNTRY PROFILE

GREATER LONDON

This profile is based largely on data from a British publication, Key Statistics for Local Authorities, Great Britain, *from the Office of Population Censuses and Surveys and the Registrar General in Scotland. Additional socioeconomic analysis was provided by CACI Marketing Analysis Division in London.*

The British equivalent of the American Yuppie (young urban professional) might be called the Muppie (mature urban professional). Muppies are most at home in Inner London's city proper and Kensington and Chelsea, and in the Outer London boroughs of Barnet, Bromley, Harrow, Kingston-on-Thames, and Richmond-on-Thames. Here reside the top social classes of Britain, the most highly educated Londoners, and fairly high proportions of two-earner households.

Greater London is composed of 33 boroughs, 14 in Inner London and 19 in Outer London. Its geographic area is 1,579 square kilometers, with boroughs ranging in size from the City of London, with only 3 square kilometers, to Bromley, with 152 square kilometers. Inner London comprises 321 square kilometers, and Outer London, with 1,259 square kilometers, is nearly four times as large.

The population density of Greater London is 77.9 persons per hectare, ranging from the most densely populated Kensington and Chelsea with 116 persons per hectare to the least densely populated Bromley, with only 19.5 persons per hectare.

Noteworthy is the small area of the City of London with nearly 6,000 residents but a relatively low population density of 21 persons per hectare. It is the historic center of the London metropolitan area and the financial and business center that includes the head offices of the United Kingdom's principal banks, insurance companies, and trading companies. One of its few residential areas contains the apartments in the Barbican development near St. Paul's.

continued

INSIDE

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THIS MONTH: LONDON

LONDON AS A PERCENT OF ENGLISH:

Population	14%
Households	14
Working married women aged 16–59	13
Men aged 16–64	15
Children 0–15	13
Persons of pensionable age	15
Over age 75	15
Professionals	15
Population with higher education	14
Population born outside UK	38
Owner-occupied homes	12

The Greater London area is governed by the Greater London Council which began its duties in April 1965. The City of London maintains its independent Court of Common Council but is also part of the Greater London Council. The other boroughs also have separate borough councils, but the G.L.C. has primary responsibility for services such as planning, roads, traffic management and control, fire services, refuse disposal, housing, parks, and licensing. The research and intelligence unit has information and research on matters concerning Greater London.

Between 1971 and 1981, Greater London decreased in population by 10 percent, declining from 7.45 million in 1971 to 6.71 million in 1981. Population had also declined in the 1960s. Unlike United States cities, where the center city has decreased in population while the city's outer edges have grown, all 19 outer boroughs and 13 of the 14 inner boroughs lost population in the 1970s. The outer boroughs did not lose population as quickly as the inner boroughs, however. The only borough to gain population was the City of London, which after a decline of nearly 11 percent in the 1960s, showed an increase of 38 percent in the 1970s. However, even with the increase, its total population was only 5,864 residents in 1981, not really a significant number of people.

In 1981, Inner London had 2.5 million residents, or 27 percent of the population in Greater London. Outer London, with 4.2 million people, accounted for the remaining 63 percent. The boroughs of Croydon and Bromley on the southernmost edge of Outer London and Barnet on the northern edge have the highest populations in numbers, but comparatively low densities because they are areas with parks and country estates.

Forty-eight percent of the Greater London population are male. Women outnumber men slightly in every borough.

AGE DISTRIBUTION

Reflecting the aging of the population and the general fertility decline in England, Greater London's population aged 15 and under declined by 20 percent in the 1970s and its population aged 75 and over gained by 11 percent.

Boroughs that have a higher proportion of young children than Great Britain as a whole include Hackney, Newham, Tower Hamlets, Hounslow, Ealing, and Waltham Forest where 6 percent of the population are aged four and under. Not surprisingly, these boroughs contain more households headed by unskilled workers, and more people with lower educational levels than in other boroughs.

Children are least likely to be found in the City of Westminster and the City of London. In Westminster only 4 percent of the population are aged 0 to 4 years and only about 9 percent are aged 5 to 15. In London, the proportions are even lower—2.4 percent for those aged 0 to 4 years and 5 percent for those aged 5 to 15 years.

Greater London's age profile is only slightly older than Great Britain's as a whole, however, and its age distribution reflects the large numbers of people in the prime working ages—London's own version of Yuppies. While 60 percent of Great Britain's population are aged 16 to pensionable age, 63 percent of Inner London's residents and 61 percent of Outer London's population fall into that age group.

College-aged students—16-to-24-year-olds—are found in higher shares in every borough in the Inner City and in the Outer Borough of Brent. The University of London alone has nearly 60,000 students.

Higher than average proportions of 25-to-44-year-olds are more apt to be found in Inner London than in Outer London. They live in areas such as Camden, Hammersmith, Haringey, Kensington and Chelsea, Wandsworth, the City of Westminster and the City of London, where bankers, stockbrokers and insurance executives live close to their work. Thirty percent of the population are aged 25 to 44 and nearly another 30 percent are between 45 and pensionable age. A mere 3 percent are over age 75, probably because the City also has very expensive housing.

ETHNICITY

Just as New York City is considered the melting pot of the United States, so London collects people born in the Commonwealth countries. The newcomers are not always looked on favorably. In 1887 Sir Arthur Conan Doyle wrote, "London, that great cesspool into which all the loungers of the Empire are irresistibly drained," and recent surveys reported in *British Social Attitudes*, the 1984 report by

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Jowell and Airey, find that 90 percent of the population perceive that there is at least some prejudice against blacks and Asians in their country.

In Great Britain as a whole, 6.3 percent of the population were born outside of the United Kingdom, 1 percent were born in the Irish Republic, and nearly 3 percent in the New Commonwealth and Pakistan—commonly referred to as NCWP. In Greater London, on the other hand, 18 percent of the population were born in countries outside the United Kingdom, 3 percent in the Irish Republic, and nearly 10 percent in the NCWP. Thirty-eight percent of all people in England who were born outside the United Kingdom lived in Greater London in 1981.

Inner London has the greatest share of these people. Nearly a quarter of Inner London's population were born outside the United Kingdom, with Camden, Kensington and Chelsea, the City of Westminster, and Haringey having particularly high proportions of foreign-born. In Outer London, Brent has the highest share, with 37 percent. While about a fifth of the population in Inner London's Newham borough are foreign-born, its foreign-born population grew the fastest during the 1970s, at a rate of about 50 percent. In Outer London, Enfield and Redbridge have the fastest growing immigrant populations.

EDUCATION AND SOCIAL CLASS

Men and women in Greater London are likely to have more education than people in the nation as a whole, probably because of the kinds of jobs that attract people to Greater London.

Women in Inner London are slightly more likely to have a college education than are men, although the opposite is true in Outer London. Fifteen percent of men and 16 percent of women in Inner London had higher educational qualifications in 1981, while 16 percent of men and 13 percent of women in Outer London had such qualifications. The best-educated people in Inner London—both men and women—were found in the City of London, followed by Camden and Kensington and Chelsea. Nearly 41 percent of men and a quarter of women have higher education qualifications in the City of London, again reflecting the nature of the jobs held by people who live in this business and financial center. In Outer London, the best-educated people reside in Barnet, Bromley, Richmond-on-Thames, and Kingston-on-Thames.

The most affluent and middle-class boroughs in London are the ones dominated by people in the three top social classes—professionals, middle managers, and skilled workers. (See sidebar for further explanation of social classes.) The extent of Great Britain's reliance on skilled workers is evident from the significant number of people in these three classes who reside in most boroughs.

There are several boroughs in which 7 percent or more of residents live in households headed by a professional. They include the City of London, 15 percent; Richmond-on-Thames, 9 percent; Kensington and Chelsea, Barnet, Harrow, and Kingston-on-Thames, 8 percent; and Camden, 7 percent.

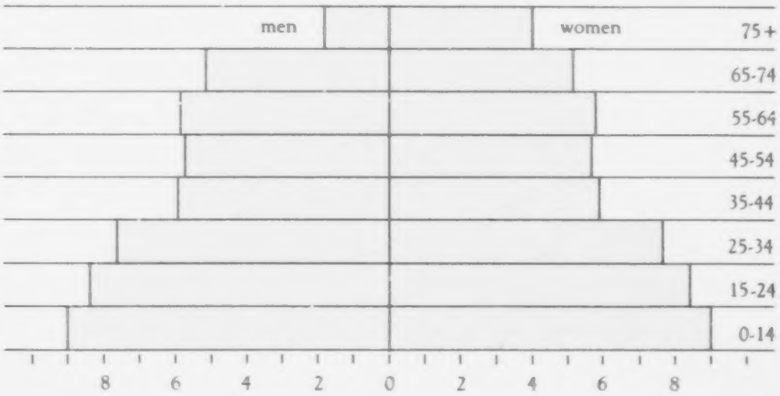
The poorest boroughs in London, judging from the unskilled nature of the occupations of their household heads, are Hackney, Newham, Tower Hamlets, and Barking. Outer London boroughs have a more consistent share of social class II and III workers than do the Inner London boroughs.

LONDON'S WOMEN AND CHILDREN

Women in the paid labor force are not as prevalent in Great Britain as in the United States, but their numbers did increase in the 1970s. There were 10.5 million married women in Great Britain between the ages of 16 and 59 in 1981. There were 4.9 million single, widowed, and divorced women in the same age group. Among married women, 57 percent were economically active, but of those about half worked fewer than 30 hours a week—a part-time job in Britain. Of the single, widowed, and divorced women, 70 percent were

POPULATION OF GREATER LONDON BY AGE AND SEX: 1981

(in percent)



age	*total*	*male*	*female*
All ages	6,608,598	3,184,388	3,424,210
Under 15	1,219,152	624,206	594,946
15–24	1,100,058	545,896	554,162
25–34	1,026,310	514,181	512,129
35–44	775,894	384,843	391,051
45–54	744,444	368,500	375,944
55–64	743,981	357,855	386,126
65–74	615,289	268,881	346,408
75+	383,470	120,026	263,444

Note: The youngest age group is a 15-year span rather than a 10-year span.
Source: CACI Marketing Analysis Division, London.

economically active and only 12 percent worked part-time.

Women in urban areas around the world generally are more apt to work in the paid labor force than their rural sisters. Women in London are no exception. There is little difference, however, in the labor force participation rates between the married women who live in Inner London and those who live in Outer London. The highest proportions of married working women are found in the City of London where professional career couples are common. In Hammersmith, Haringey, Islington, Lambeth, Southwark, and Wandsworth more than 60 percent of married women are in the paid labor force. In Outer London, Brent, Croydon, Ealing, Hillingdon, Hounslow, Kingston-on-Thames, Merton, and Richmond-on-Thames each have at least 60 percent of married women at work. In most cases about 60 percent of those working are at full-time jobs.

Inner London's single women are slightly more likely to work than single women in Outer London. Among the 1,000 single, widowed, and divorced women who live in the City of London, 90 percent work, as do nearly 80 percent of those who live in Westminster and Hammersmith. The vast majority work full-time. Although slightly lower proportions of single women in Outer London work, even there at least 70 percent in all boroughs work and in Hounslow, 75 percent work. The group of nonworking single, divorced, and widowed women in Outer London includes higher proportions of women of pensionable age than the comparable group in Inner London.

Working women are important to the economy of London because they provide some of the household income that makes it a relatively affluent city, but of course they are not the only workers. Between 86 percent and 93 percent of men between the ages of 16 and 64 in all boroughs are economically active. Working women in Britain affect a family's consumption patterns in much the same way they do in the United States, although men in Britain do not take on as much of a household role as do women, even when their wives are working in the paid labor force.

Thirty-four percent of British households include children under age 16, and 13 percent of children have mothers who work full-time. By comparison, 29 percent of households in Greater London include children under age 16 and 17 percent of children have full-time working mothers. A smaller share of Inner London households include children than do Outer London households, and Inner London households that do have children are more apt to have only one child than are Outer London

TIPS ON TRENDS

CHINESE BABY BOOM

The Chinese babies of the 1960s are now reaching marriageable age and a baby boom is sure to result.

"Even if China's birth control plan is successful," said Tom Fingar, senior research associate in Stanford University's Northeast Asia-U.S. Forum on International Policy, "China will add the equivalent of nearly the entire population of the United States (236 million people) between now and the year 2000. If they are not successful, they will add 100 million more."

GNP GROWTH IS SLOW

Between 1973 and 1982, GNP per capita grew less than 2 percent a year in 83 countries and territories with more than a third of the world's people, according to the 18th edition of the recently-published World Bank Atlas.

In 31 countries with 1.4 billion people, another third of the world's population, GNP per capita grew by 4 percent or more a year, reflecting an adjustment by these countries to changing world economic conditions. Those 31 countries are listed below in alphabetical order: Antigua & Barbuda, Bahrain, Belize, Botswana, Cameroon, Cape Verde, China, Egypt, Greenland, Guadeloupe, Hong Kong, Hungary, Indonesia, Jordan, Republic of Korea, Lesotho, Macao, Malaysia, Malta, Montserrat, Oman, Paraguay, Saudi Arabia, Singapore, Suriname, Syria, Thailand, Trinidad & Tobago, Tunisia, Yemen-PDR, and Yugoslavia.

The 1985 Atlas also documents improvements in such "quality of life" indicators as life expectancy and primary school enrollment, especially in developing countries.

Life expectancy at birth in the developing countries was 60 years in 1982, compared with 45 years in 1960.

The average primary school enrollment ratio for the developing countries rose from 80 percent in 1960 to 96 percent in 1982. During the same period, enrollment in the developing countries more than doubled, from about 240 million to nearly 500 million.

DIVORCE RISES IN PUERTO RICO

Divorced women as a share of households increased in Puerto Rico by 19 percent during the 1970s, according to economist Nelson E. Soto Valesquez in his final report from the Planning Board of the Commonwealth of Puerto Rico.

About 25 percent of Puerto Rican women who live in the United States are single parents, compared with about 19 percent of women in Puerto Rico. The majority of the divorced women who head their own households in Puerto Rico are highly-educated and have a full-time industrial job in an urban area.

The Planning Board found that women in Puerto Rico dramatically increased their educational attainments during the 1970s, leading to better job opportunities.

As in the Continental United States, single-parent families are important consumers of convenience foods because of the demands on their time. •

—*L. Medina*

households. In Inner London, 19 percent of children have full-time working mothers, compared with 15 percent of children in Outer London.

In Greater London there are 5,675 men living alone with children under age 16 and 61,749 women living in that situation. Of the women, 42 percent are employed and 63 percent work full-time.

Not surprisingly, of Inner London boroughs, the City of London has the lowest proportion of households with children—10 percent. The majority have only one child, and 4 percent have children under age 4. A quarter of the children have full-time working mothers, the highest proportion anywhere in London. A fifth of children under age 16 in Hackney, Hammersmith, Haringey, Lambeth, Wandsworth and the City of Westminster have working mothers.

The highest proportion of working mothers in Outer London is in Brent, where 24 percent of children under age 16 have full-time working mothers. The lowest share is in Barking where only 11 percent of children have mothers who work full-time.

National studies in Britain show that child care is usually provided by relatives such as the father or grandparents while the mother works. As the proportion of women in the work force increases, Britain has the potential for some kind of commercial day-care establishments.

TRANSPORTATION

London's excellent system of public transportation is used by 40 percent of people to travel to work. Another 37 percent go by car and 13 percent walk to work. In Greater London, about 3 percent of the labor force work at home.

Reflecting its centrality to business and banking offices, the City of London has the highest proportion of residents who walk to work—about 43 percent. Only 24 percent take the bus or tube and fully 16 percent work at home, the highest share in any borough.

POPULATION CHARACTERISTICS OF GREATER LONDON: 1981

	total population	number of households	average household size	% of households with children under age 16	% of single-person households		
					total	with non-pensioners	with pensioners
Outer London							
Total	4,215,187	4,133,300	2.68	31%	22%	9%	14%
Barking	149,786	55,800	2.65	31	22	6	16
Barnet	293,436	106,300	2.68	30	23	9	14
Bexley	215,233	77,500	2.75	34	19	6	12
Brent	253,275	89,300	2.78	32	25	12	13
Bromley	296,539	109,300	2.66	31	21	8	13
Croydon	317,980	114,600	2.72	33	22	9	12
Ealing	279,846	100,300	2.74	31	24	12	12
Enfield	258,770	95,100	2.68	32	22	7	15
Greenwich	211,840	78,100	2.65	32	24	9	15
Harrow	196,571	70,400	2.77	33	20	7	13
Havering	240,849	84,700	2.81	35	17	6	11
Hillingdon	229,913	81,800	2.72	33	19	7	12
Hounslow	200,829	73,100	2.69	31	23	10	13
Kingston	132,957	51,400	2.52	28	25	11	15
Merton	166,100	64,000	2.56	28	25	9	15
Redbridge	226,280	82,800	2.67	30	22	9	13
Richmond	159,693	64,100	2.42	25	29	13	16
Sutton	169,343	63,600	2.60	30	23	9	15
Waltham Forest	215,947	80,700	2.63	31	25	9	16
Inner London							
Total	2,497,978	2,359,300	2.45	26%	32%	16%	16%
City of London	5,864	2,000	1.95	10	41	32	9
Camden	172,014	70,100	2.16	20	40	22	18
Hackney	180,434	68,500	2.58	30	30	15	15
Hammersmith	148,447	61,100	2.30	22	35	19	16
Haringey	203,553	77,100	2.60	29	28	14	14
Islington	160,890	64,300	2.40	26	33	18	16
Kensington	138,837	56,100	2.09	18	43	27	16
Lambeth	246,426	95,700	2.50	27	30	16	15
Lewisham	231,324	88,300	2.58	29	26	10	15
Newham	209,494	74,200	2.80	34	24	9	14
Southwark	211,858	83,100	2.48	28	29	13	17
Tower Hamlets	142,841	53,100	2.57	29	29	13	16
Wandsworth	254,898	98,200	2.51	27	30	14	16
Westminster	191,098	73,100	2.07	17	43	24	19
Greater London	6,713,165	6,492,600	2.59	29%	26%	12%	14%

TIPS ON TRADE

PRIMARY HEALTH CARE A TOP PRIORITY

Eight Middle East countries are currently exhibiting more interest in primary health care than in building hospitals and providing expensive specialists. The interest is spurred in part by persistently high infant mortality levels.

A new report from the *Economist*—Health Services in the Middle East (Special Report No. 184)—studies the health services provided in each country as compared with its current health profile.

The eight countries vary greatly in size and wealth. Annual incomes range from $500 per capita in the Yemens to over $20,000 per year in Kuwait, Qatar, and the United Arab Emirates, where new problems of heart disease, lung cancer, and traffic accidents are overlaid on trachoma, TB, and intestinal infections.

Medical manpower statistics, broken down where possible between locals and expatriates, give further insight into each country's problems. The report concludes with a chapter on pharmaceutical developments in the region.

For more information, contact Danielle Carrigan, The Economist Publications Ltd., 40 Duke Street, London W1M 5DG, England; telephone 01-493 6711; telex: 266353. •

Public transport is favored in Hackney, Islington, Lambeth, and Southwark where more than 50 percent of workers travel by bus or train. Travel by car is fairly popular in Haringey, Lewisham, and Newham where at least 30 percent of workers use that method. Walking is also popular in Tower Hamlets and Westminster where one-fifth of the people walk to work.

Despite the availability of reliable public transport, London is no stranger to urban traffic congestion. Cars are the popular means of transport in the Outer Boroughs and rush hour traffic jams are legend. Whereas 50 percent of workers travel by bus or tube in several Inner London boroughs, 53 percent travel by car in Hillingdon and nearly 50 percent use that means in Havering, Harrow, and Sutton. At least 45 percent travel by car in Barnet, Bexley, Enfield, Hounslow, and Kingston-on-Thames. Only about 12 percent of the people in any Outer London borough walk to work.

Two or more cars are relatively common in the suburban United States, but in London, the public transport system and the centralized retail areas make more than one car unnecessary. While suburban residents in the United States need cars to reach decentralized shopping malls on the outskirts of residential areas, British retail shops are usually clustered in a central location in the heart of residential areas.

A clear majority of households in Greater London have either no car or only one car. Even in Outer London where the car is used more frequently to get to work, 36 percent of households have no car and 47 percent have only one. In Inner London, nearly 60 percent have no car and 34 percent have only one.

In Outer London, households with cars are most likely to be found in Havering, Hillingdon, Harrow, Bexley, Bromley, and Sutton where about 70 percent of households have at least one car. Not surprisingly, these boroughs are farthest from the center of Greater London.

Because public transportation is so widely used and because commercial television is not as accepted as in the United States, buses, train cars, and stations provide important positions for outdoor advertising in Britain. This is especially true in London, where buses and the interiors of tube stations and cars are plastered with commercial advertising.

London Transport Advertising, a government agency, is responsible for this advertising and has extensive information available about product potential on various lines, some of it based on CACI's ACORN system. For example, London Transport says that 6.8 percent of the Greater London market live in Multi-Let Housing With Immigrants, ACORN's cluster 26. A handbook from London Transport Advertising comments, "Although a low-status type area, its cosmopolitan character results in high market potential for ethnic products and certain up-market products such as air travel and table wine." In this cluster, London Transport finds that one-third of the adult population use the underground at least once a week.

For ACORN cluster 32, "Established High-Status Suburbia," in which 11.6 percent of the Greater London population live, the handbook comments, "An excellent market for manufacturers of consumer durables and a very useful target market for the leisure industry, although not necessarily for those services aimed at young people."

Cluster 28, "Student Areas: Affluent Inner London," where 8 percent of the population live are cited as good targets for restaurants, travel, and some luxury products targeted to the older affluent market. In these neighborhoods, 35 percent of residents use the underground at least once a week.

HOUSEHOLDS AND HOUSING

Households in Greater London declined by 5 percent in the 1970s to a total of 2.5 million in 1981. Average household size declined from 2.8 persons in 1971 to 2.6 persons in 1981. Inner London households declined by 13 percent during the 1970s, to a total of 965,000, with an average household size of 2.45 persons. Outer London households increased by nearly 1 percent to 1.54 million, with an average size of 2.68 persons each.

Household size is the smallest in the City of London, where it dips slightly below 2 persons per household. Households are largest in Newham and Havering where they average about 2.8 persons each.

Except for the City of London, which had a 74 percent growth in households in the 1970s, no Inner London borough experienced household growth. However, five Outer London boroughs—Bexley, Greenwich, Havering, Hillingdon, and Sutton—experienced a growth rate of 5 percent or higher.

Nationally, 22 percent of households in Britain consist of one person alone. Of those, 65 percent are pensioners. In Greater London, 26 percent of households are single-person, with 55 percent of those pensioners.

In Inner London, the City has the highest share of single-person households—41 percent of the 2,000 households in the city are composed of one person living alone. Of those, only 22percent are pensioners. Most Inner London boroughs have about 30 percent single-person households, but about half of them are pensioners, except in Kensington and Chelsea, Camden, and the City of Westminster.

In Outer London, single-person households are even more likely to include pensioners. In Outer London, 22 percent of households are single-person, 61 percent of them pensioners.

About a quarter of all Greater London households have no economically active adults. About 35 percent of households have one earner, 40 percent have two or more. Thirty-seven percent of households in Inner London have one earner, and an equal proportion have two or more. In Outer London, however, 42 percent of households have two or more earners while only 34 percent of households have only one earner.

As in the rest of Britain, private rentals in London have fallen off as more people buy their homes or rent them from local authorities. Local governments in Britain are accustomed to being landlords, but new statutes encourage them to sell their apartments and houses at favorable rates to tenants who have had long occupancy.

Whereas in the United States public housing is considered a last resort, in Britain it is quite respectable to live in publicly-owned housing. A third of Greater London households rent their housing from a local authority. While owner-occupancy increased by 553 percent in the City of London between 1971 and 1981—the highest percentage increase of any borough in London—69 percent of the households there still rent from the City, and only 5 percent own their dwellings.

Knowing an area's owner-occupancy rates is important because homeowners tend to spend much more on do-it-yourself items and household repairs than do nonhomeowners. The highest rates

INSIDE INFORMATION

SOCIAL CLASS

Since 1911 in Great Britain it has been customary to assign occupational groups to social classes. If a person is retired or permanently ill rather than economically active, the assignment is made on the basis of former occupation. The five classes and a description of each follows:

I Professional workers in occupations that require a university degree.

II Intermediate workers in occupations associated with professional occupations but without the requirement of a university degree such as nurses, teachers, auxiliary medical personnel, managers in central and local government, managers and employers in small and large establishments in commerce and industry, artists, trained personal service workers, and self-employed people who are not professionals, including farmers.

IIIN Skilled nonmanual workers in occupations that require specific and considerable skills including foremen and supervisors in small and large industries.

IIIM Skilled manual workers in occupations that require specific skills.

IV Partly skilled workers in occupations that require slight but specific skills, such as personal service workers.

V Unskilled workers in occupations that require no specific skills but the ability to perform manual labor.

HOW CACI CLUSTERS LONDON

The CACI Market Analysis Division based in London has characterized London's neighborhoods through its ACORN system. ACORN is an acronym for A Classification of Residential Neighborhoods. All British neighborhoods fall into one of 11 major categories and 39 subcategories developed by CACI under the guidance of Richard Weber, a vice president of the firm and a former planner in Britain.

To help in our understanding of Inner and Outer London, CACI classified these two divisions for us. A more detailed analysis is available from CACI in London. ●

CACI CLASSIFIES LONDON

ACORN type	*total population*	*inner London (percent)*	*outer London (percent)*
A. Agricultural areas	828	0%	0%
B. Modern family housing, higher incomes	469,130	0.4	11.0
C. Older housing of intermediate status	337,434	1.7	7.1
D. Poor quality, older terraced housing	193,833	3.9	2.3
E. Better-off council estates	567,522	4.2	11.1
F. Less well-off council estates	563,559	12.7	6.1
G. Poorest council estates	599,057	18.1	3.8
H. Multi-racial areas	1,190,816	22.7	15.3
I. High status nonfamily areas	1,011,242	25.0	9.7
J. Affluent suburban housing	1,294,294	3.1	29.1
K. Better-off retirement areas	324,597	6.7	3.9

of owner-occupancy in Inner London are in Hammersmith, Haringey, Kensington and Chelsea, Lewisham, Newham, and Wandsworth. In each of these boroughs at least 30 percent of households own the homes they occupy. In comparison, 62 percent of households in Outer London own the home they occupy. Only Barking and Greenwich have lower than 40 percent owner-occupancy rates.

When houses have more than one person per room, the housing is considered to be overcrowded. Except for Liverpool and Tyne and Wear, the highest proportions of British people living in overcrowded conditions are reported in London. While about 13 percent of households in England are considered overcrowded, Greater London has an overcrowding rate of 19 percent.

More than a quarter of households in Inner London are overcrowded. This may well be because people who work in the inner city live in minimal dwellings during the week but spend the weekends in more spacious accommodations in the country. About 40 percent of dwellings in Inner London have only one to three rooms. In the City of London, nearly 60 percent of households are that small. Despite the apparent overcrowding, few households lack inside toilets and bath facilities.

Only about 15 percent of households in Outer London have one or more persons per room. Brent has the highest overcrowding rate with nearly a quarter of its households having one or more people per room.

CONSUMPTION

The annual Family Expenditure Survey conducted by the Office of Population Censuses (and available from the HMSO address in the Sources section) finds that Londoners spend more per household on housing, durable household goods, and services than the average United Kingdom household, but considerably less on tobacco and fuel for light and power. They spend more than other British households on vegetables and fruits and other food—in all likelihood by eating out and buying takeaway foods. But despite their greater expenditure on fruits and vegetables, London households eat fewer fresh and more processed vegetables than their country cousins, but more fresh fruit. They spend less than other British households on cereal products and sugar and preserves, possibly reflecting the smaller share of homes with children and the slightly smaller household size in Greater London. London households consume more lamb, poultry, pork, and fish than other households.

IN BRITAIN IT IS QUITE RESPECTABLE TO LIVE IN PUBLICLY-OWNED HOUSING, ALTHOUGH NOW THERE IS A MOVE AFOOT TO ENCOURAGE INDIVIDUAL OWNERSHIP OF HOMES. TWELVE PERCENT OF THE BRITISH WHO OWN THEIR OWN HOMES LIVE IN LONDON.

Londoners are less likely to have central heating in their homes—probably because the housing stock in London is older and there are more apartments. They are also less likely to have a washing machine or a television, but more likely to have a telephone and a refrigerator than other households.

While there are some lifestyle variations between urban and rural areas in Great Britain, they are not as great as the variations found in the United States between the East Coast and the Midwest, for example. One reason is that Britain is simply not as spread out geographically as the U.S. Another is that the British national media—newspapers, magazines, radio, and television—tend to provide people with the same information.

The United States has only one or two newspapers that could be considered national. In Britain, however, there are 13 national newspapers, all of which are distributed through the newsstand because national distribution systems are so good. Three-quarters of the population reads a national morning daily newspaper, according to a 1983 National Readership Survey reported by the Joint Industry Committee for the National Readership Surveys. And, unlike the United States where newspapers worry about losing circulation among younger adults, readership of British daily national newspapers is highest among those aged 15 to 24.

Because British lifestyles do not vary as much as American lifestyles, inferences that can be drawn from demographic data on the types of families and households in Greater London are a reasonable way to help determine whether a borough presents a good potential market for household durables, fast food, child care, or other goods and services.

SOURCES

A profile of Great Britain and the results of the 1981 Census was published in *International Demographics* in April 1983. To help the reader put this report on Greater London in context, that issue is available for $14.00 from International Demographics, P.O. Box 68, Ithaca, NY 14851; telephone (800) 828-1133. In New York State, call (800) 462-8686.

The primary data source for this profile was *Key Statistics for Local Authorities, Great Britain*, publication no. CEN 81 KSL A, £9.10. Order from HMSO, P.O. Box 276, London SW8 5DT, England; telephone 01-622 3316 for orders.

Survey data on the lifestyles and attitudes of the British in general is published in *Social Trends 15* (the 1985 edition), available for £19.95 from the HMSO address above.

London Transport Advertising can be reached at Lindsay House, 167-169 Shaftesbury Avenue, London WC2H 8AW, England, telephone 01-836 3456. ●

FEATURE

USING FOREIGN-BORN POPULATIONS TO TEST FOR MARKET FEASIBILITY

New products developed in other countries are moved into this country on a regular basis. Topal toothpaste, for example, was first sold in the Latin American market to smokers who wanted their teeth to be bright and shiny.

Sometimes the first reason foreign producers look to this country is because they know there is a substantial market of their countrymen living here. But can U.S. manufacturers use the response of the foreign population here to give a preliminary indication of whether a product is appropriate for market entry into another country? If so, the U.S. Census Bureau may be able to provide the necessary data.

The Center for International Research at the U.S. Census Bureau has compiled data on people from 163 countries who live in the United States. The data show their household incomes, labor force participation, and educational levels. These data would help establish whether there are enough people living in this country with appropriate demographic characteristics to provide for a test.

For example, using a report from the Census Bureau, we did a quick analysis of the U.S. population born in the Philippines. Of the approximately half million Filipinos in the United States, about 35 percent—or 172,700—have lived in this country for ten years or less. Of those Filipinos, nearly half live in metropolitan areas of California. California would therefore be the best place to set up a Filipino household panel that could help you decide if a product is appropriate for sale in the Philippines.

The majority of Filipinos in this country—78 percent—are between the ages of 16 and 64. A significant majority of those over age 5 speak something besides English at home—probably Tagalog. Certainly this group could advise a company on whether its advertising would be offensive in Tagalog.

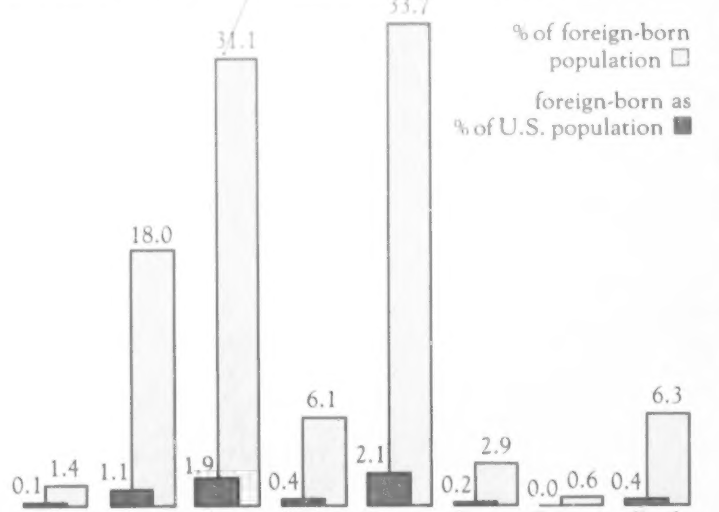
Three-quarters of the Filipinos in this country are high school graduates, and 42 percent of them have completed four years or more of college. Thus, they are a fairly well-educated group that would be representative of an upper-middle class audience in the Philippines—the consumer group of most interest to the majority of U. S. firms.

Sixty-eight percent of Filipinos aged 16 and over in the United States are in the labor force. There is no difference between men and women in labor force participation. A fifth are engaged in professional or specialty occupations and 16 percent are in service occupations. Median household income for Filipinos in 1979 dollars was $22,787, significantly higher than the median income of $16,841 for all U. S. households.

The analysis of the people born in the Philippines compiled by the U.S. Census Bureau offers details on labor force participation, education, occupation and industry, language spoken, citizenship, marital status, fertility, and state-by-state distribution. Income characteristics of households, families, and individuals are presented by region. All data are cross-classified by year of immigration. ●

For more information on detailed reports on the foreign-born population, write the bureau's Data User Services Division, Washington, DC 20233.

DISTRIBUTION OF THE FOREIGN-BORN POPULATION AND AS A PERCENT OF THE US. POPULATION : 1980



Sources: The U.S. Bureau of the Census, 1984, "Socio-Economic Characteristics of the U.S. Foreign-born Population Detailed in Census Bureau Tabulations," by Public Information Office, unpublished, table 1.

REGIONS

MIDDLE EAST

ADVERTISING IN THE MIDEAST

The equivalent of $168 million was spent on advertising in 1983 in the Gulf Cooperation Council countries—Saudi Arabia, Kuwait, United Arab Emirates, Bahrain, and Qatar. (Figures for Oman are not available for 1983.)

A report from Pan Arab Research Center shows that the largest share—36 percent—was spent in Kuwait. Of the $61 million spent there, 15 percent was on television, 61 percent on newspapers, and 24 percent on magazines.

Saudi Arabia, with no television advertising, ranked second with a total of $60 million. In that country, 77 percent was spent on newspaper advertising, and 23 percent on magazines.

The United Arab Emirates ranked third with $31 million spent—40 percent on television, 56 percent on newspapers, and 4 percent on magazines.

Television was the most important medium in Bahrain where 58 percent of the $10 million was spent on television, 39 percent on newspapers, and only 3 percent on magazines.

Qatar ranked last with an expenditure of only $6 million, spending 48 percent each on television and newspapers, and 3 percent on magazines.

Overall, advertising expenditures were up 15 percent in the region between 1982 and 1983. The greatest increases were in Bahrain and Saudi Arabia.

More information and 1984 figures for advertising expenditures on a product-by-product, country-by-country basis are available from Pan Arab Research Center, W.L.L., P. O. Box 24744, Safat, Kuwait; telephone 2450783; telex 23770 PARC HO.

EUROPE

BRITISH DIVORCE SLOWS

After two decades of increasing divorce, the trend in England is slowing.

There were 147,479 divorces in 1983, an increase of half a percent over 1982. While this is nearly 2.5 times the number in 1970, it is still fewer divorces than in 1980, the peak year, when there were 148,301. In 1983, a dozen of every 1,000 married persons divorced.

While the number of people ending a first marriage continued a slight downward trend, the number of people divorcing a second time increased. Of the marriages that ended in divorce in 1983, 79 percent had been the first marriage for both parties, compared with 80 percent in 1982. Fourteen percent were among couples in which only one spouse was in a first marriage, and 8 percent were among couples in which both husband and wife were divorcing for a second time or more.

The number of children under age 16 whose parents divorced in 1983 also declined, in line with the decreasing number of children in the population. But while the trend decreased for children aged 5 to 10 years, an increasing proportion was aged 5 and under. Of all children under 16 whose parents divorced in 1983, 29 percent were under 5, compared with 27 percent in 1982, 25 percent in 1981, and 24 percent in 1980.

Source: Office of Population Censuses and Surveys, Ref FM2 84/1.

WEST GERMANY

West Germany lost population in 1984, making it the 12th year in a row that the country's annual death rate was higher than its birth rate.

The Federal Bureau of Statistics in Wiesbaden also reports that the number of foreigners living in the country at the end of last September was down by about 171,000 or 4 percent compared with September 1983. Other figures put the annual life expectancy of a male infant born in West Germany at 70.2 years, up from 66.9 years during the early 1960s. For a woman, life expectancy is up from 72.4 years during the 1960s to the current 77.1 years. Marriages last year, when totaled, are expected to equal the number for 1983—370,000. The divorce rate has not yet been released.

Nearly two-fifths of German men between the ages of 55 and 65 are no longer working, according to a study recently released by the Federal Bureau of Statistics in Wiesbaden. At the beginning of 1983, the study found, those who had left their jobs or were unemployed represented 16 percent of males aged 55 to 57.

Among 64 year olds, the proportion jumped to 80 percent. German women have left the job market in even greater numbers. Two-thirds of those between ages 55 and 57 and 95 percent of those at age 64 were not gainfully employed, the Bureau's figures show.

AFRICA

SOUTH AFRICAN CENSUS

A mid-decade census was held in South Africa in March. Compared with the 76 questions asked in 1980, the 1985 questionnaire had 12 questions on statistics that are in flux: level of education, occupation, age, and population group. There are no 1985 questions on home language, physical disability, religious belief, or income. First results are expected in July, with final results in June 1986.

NORTH AMERICA

MICRODATA TAPE READY

The 1981 Public Use Sample Tape Microdata file for individuals, which contains detailed demographic and economic data along with selected family and household characteristics, is now available from Statistics Canada. The Household/Family file will also be available any time now.

Microdata files cost $300 each, including one copy of the user documentation manual. The household/family files will sell for $600 each. Additional copies of the user documentation file are $50 each. A contract must be signed before the purchase can be made.

For more information or contract and technical specification forms, contact the CANSIM Division at (613) 990-8200 or write to Census Tape Inquiries, CANSIM Division, Statistics Canada, Ottawa K1A OT6.

CANADA

Canada's next census will be taken in 1986. In partial preparation, Statistics Canada recently hosted a conference on census dissemination. Representatives from each Canadian region, Australia, France, New Zealand, the United Kingdom, and the United States attended to discuss the ways that census information is distributed, who the customers are, what kinds of census publications are needed and how to promote the products and provide service to clients.

SOUTH AMERICA

ECUADORIAN CENSUS

The total population of Ecuador, according to preliminary results from the 1982 census, is 8,053,280. There were 3.9 million urban residents and 4 million rural residents, as well as 56,600 people who live in zones that are unclassified.

The table shows the population of regions, provinces, and areas. Individual canton totals are available in a publication in Spanish from Instituto Nacional de Estadistica y Censos.

The most urbanized province is Guayas with 1.4 million people living in urban areas, compared with 644,000 in rural areas. The second most urbanized is Pichincha, with 962,000 urban residents and 407,000 rural residents.

LATIN AMERICAN UNEMPLOYMENT

As much as 46 percent of the labor force in Latin America and the Caribbean could be unemployed or underemployed by 1986 if current trends continue. A report issued by the General Secretariat of the Organization of American States says that the outlook for a rapid recovery in Latin America "is limited not only by growing doubts about the intensity and the duration of the present recovery in the world economy, but also by the sluggishness still observed in some European countries."

The report predicts a 1 percent decline in per capita Gross Domestic Product in 1984, and points out that the region as a whole would be set back to a standard of living attained in 1976 if that prediction is correct.

To obtain a copy of the *Statistical Bulletin* of the OAS containing the most recent report on the region's economy, contact the Sales and Promotion Unit, Department of Public Information, Organization of American States, Washington, DC 20006; telephone (202) 789-3533.

ASIA PACIFIC

AUSTRALIAN GROWTH

The official 1984 estimate of the population of Australia is 15,507,100, according to the Australian Bureau of Statistics.

The increase of the Australian population during 1983 is estimated at 175,100 persons or 1.1 percent over the estimated resident population in 1982. There were 242,700 births registered, an increase of 2,800 or 1.2 percent over the 1982 figure. There were 110,200 or 4 percent fewer deaths than in 1982. Net estimated migration was about 42,000—60,000 lower than the figure for 1982. The crude birth rate remained unchanged as did the total fertility rate. Since 1970, the total fertility rate in Australia has been between 1.90 and 1.94—on a par with other well-developed countries.

There were 114,800 marriages registered during 1983, a decline of 2,500 from the number registered in 1982. The crude divorce rate also dropped slightly. There were 43,400 divorces in 1983, 700 fewer than 1982.

COMING UP

Venezuela is already the sixth most populous country in Latin America. It is also one of the fastest growing markets in the region.

An update: The United Nations has released its 1982 assessment of world populations; how projections have changed since 1980.

PUBLICATIONS

Korea's Competitive Edge: Managing the Entry into World Markets, by Yung Whee Rhee, Bruce Ross-Larson, and Garry Pursell, 1984, Baltimore: Johns Hopkins University Press, for the World Bank, 163 pp., $19.95. Order from the Johns Hopkins University Press, Baltimore, MD 21218.

Korea's extraordinary export growth has attracted the admiration of many other developing countries. In 1962, when Korea's export drive began, its exports were worth $52 million. By 1964, they had exceeded $100 million; by 1968, $500 million; by 1970, $1 billion; and by 1977, $10 billion. In 1981, Korea's exports were valued at $20 billion. More than 90 percent of the exports in that year were manufactured goods, comprising about one-sixth of all manufactured exports by developing countries. Korea's rapid trade growth, with exports increasing almost 25 percent a year in constant prices, and imports increasing 17 percent a year, made possible the 9 percent annual growth of the Korean economy during the 1960s and 1970s.

Why has Korea been so successful in entering world markets and in maintaining its competitive edge there? This book attempts to answer that question with information gained from a survey of 113 Korean exporting firms that two of the authors conducted in 1976. The firms chosen for the survey were larger than the average Korean firm. The average annual sales of these companies was $32 million, compared with $500,000 for all Korean companies, and their average work forces comprised more than 2,500 people, compared with about 50 employees per company nationwide..

Following the introduction, the second chapter describes the system of export incentives in Korea. Chapter 3 examines the way exporters regard the export targets and monthly trade promotion meetings and spells out some of the contributions of those institutions to efficiency and to the effectiveness of the system of export promotion. The ways that Korean exporters acquire technology is discussed in chapter 4, as well as what is involved in mastering new technology. Chapter 5 examines who does what in marketing Korean exports. The final chapter explains the probable causes of Korea's setbacks in the late 1970s, speculates about some of the challenges Korean exporters face in the 1980s, and details some of the lessons of Korea's experience for other developing countries.

Culturgrams, by Center for International and Area Studies, 1984, Provo, Utah: Brigham Young University, 4 pp., 35 cents each for choice of about 80 countries. To obtain a list of countries for which *Culturgrams* are available, contact Brigham Young University, David M. Kennedy Center for International Studies, Publication Services, Box 61 Faculty Office Building, Provo, Utah 84602; telephone (801) 378-6258.

These brief, informal reports on getting along in foreign countries are compiled by Brigham Young University. Typically, subjects covered include greetings, eating, public meetings, gestures, shopping, traveling, general attitudes, population, language, religion, holidays, family, dating, social and economic levels, land and climate, history and government, economy, education, transportation, health, and a few useful words and phrases. They are useful, inexpensive background for people making a quick trip to a foreign market.

World Population: 1984, 1984, Washington, D.C.: Bureau of the Census, 17 pp., $1.50. Order from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402 or any U.S. Department of Commerce District Office.

The Census Bureau's new estimates forecast a growth of 29 percent in the world's population between now and the turn of the century, with the number of inhabitants rising from 4.8 billion to 6.2 billion. The bureau sees a continuation of growth in the share of the world's population in Africa, Asia, and Latin America, and a decline in the share in North America, Europe, and the Soviet Union.

The report presents estimated and projected mid-year population for every 5 years from 1950 to 2000 for the world and its regions; estimated and projected mid-year population for 1982, 1983, and 1984 and growth rates for the same periods for all countries and regions of the world; and projected birth and death rates for 1984 for all countries and regions of the world. •

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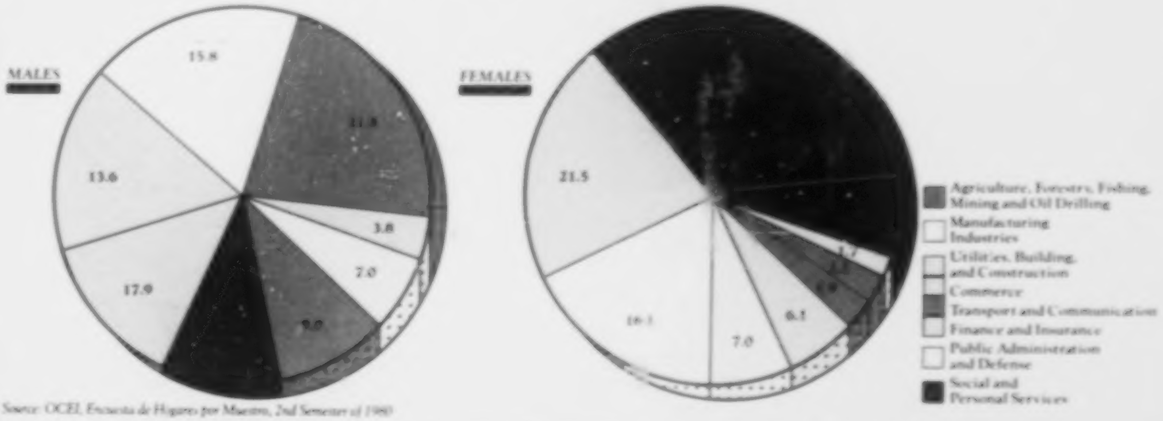
JUNE 1985

VOLUME 4, NUMBER 6

VENEZUELA: ECONOMIC ACTIVITY OF THE EMPLOYED, BY SEX: 1980



Source: OCEI, Encuesta de Hogares por Muestreo, 2nd Semester of 1980

COUNTRY PROFILE

REPUBLIC OF VENEZUELA

Venezuela means "little Venice." The Italian explorer Amerigo Vespucci gave the country its name because the pile dwellings on the shallow waters of the Maracaibo region reminded him of his native city.

Since 1917, the Maracaibo region has been the source of the crude oil that is the base of Venezuela's wealth. A leading member of OPEC, the country provides about 3 percent of the world's oil. Venezuela's oil industry accounts for over 15 percent of the Gross Domestic Product, 85 percent of the national energy production, over 90 percent of the foreign exchange, and about 70 percent of all government revenues. Most crude oil is exported to the United States, Canada, or the nearby Netherlands Antilles for refining. Secondary export items are iron and bauxite.

Venezuela is a major importer of U.S. products, especially industrial articles. In 1982, the country spent $11.8 billion on foreign goods and services—$5.2 billion in the U.S. alone—making it the second most important U.S. trading partner in Latin America after Mexico. Venezuela's other important trading partners are West Germany, Japan, and Italy.

While the oil industry, which was nationalized in 1976, has given Venezuela the highest per capita GNP ($4,140 in 1982), the highest standard of living, the highest per capita energy consumption and newspaper circulation, and the best road network of the continent, it has created as many problems as it has solved. Venezuela's social problems are similar to those of other countries in the region. Moreover, a weak agricultural base makes it necessary to import most food. As recently as 1977, there was a serious food supply crisis.

The windfall profits that followed the 1973 oil shock triggered a frenzy of consumer spending which cannot be maintained now that oil revenues are declining. Due to a sluggish expansion of the manufacturing industry, industrial

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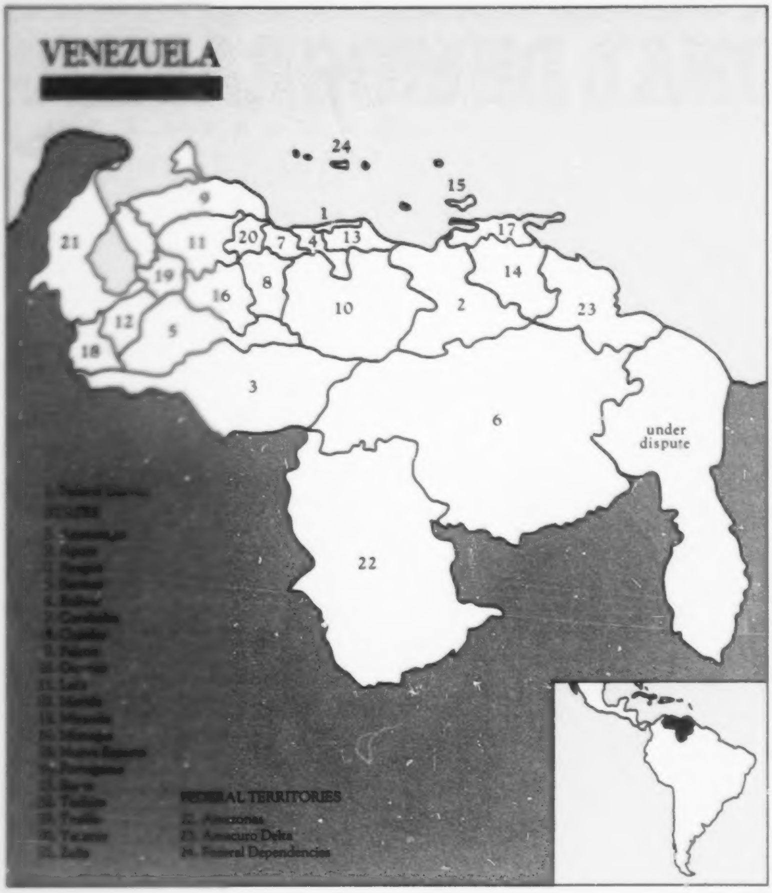
THIS MONTH: VENEZUELA



imports have become a drain on the balance of payments since 1976. The result is Venezuela's $35 billion foreign debt, the fourth largest in the world. In addition to shrinking oil revenues, a more unfavorable export situation and soaring interest rates have conspired to plunge the economy into a crisis, causing the GNP to decline in 1980, and again in 1983 and 1984. Inflation now reaches 15 to 20 percent a year, which is low by Latin American standards, but higher than in the past. In order to restrain the increasing trade deficit, the government imposed import restrictions which reduced the import bill from $11.8 billion in 1982 to only $6.5 billion in 1983. The value of the bolivar, once the most stable Latin American currency, has been cut by about two-thirds since 1983.

Venezuela contributed decisively to the struggle for South America's political independence, as state names like Bolivar, Miranda, and Sucre reveal. The present republic, which was founded in 1830, has had a turbulent political history, but since the fall of the dictator Gen. Pérez Jiménez in 1958, it is one of the continent's most stable democracies. The current president, Jaime Lusinchi, of the social-democratic party (Acción Democrática), was elected in December 1983. His priorities are controlling the foreign debt, the public deficit, and the rising unemployment rate, and restoring the confidence of investors in the potential of Venezuela's economy. The goals for the period from 1981 to 1985, which his predecessor, Luis Herrera Campins, had laid down in the Sixth National Development Plan, are being scaled down to meet the short-run demands of a more austere economic policy.

CITIES AND REGIONS

With its 352,000 square miles (slightly less than the combined area of California, Nevada, and Oregon) and 14.6 million inhabitants (according to the 1981 census), Venezuela is the seventh largest Latin American country in terms of area and the sixth largest in terms of population. In addition, the 55,000-square-mile Esequibo area in the eastern jungle is the object of a border dispute with neighboring Guyana.

The national territory comprises 20 states, the Federal District, the federal territories of Amazonas and the Amacuro Delta, and the so-called Federal Dependencies, a group of 72 mostly uninhabited islands in the Caribbean. The states are divided into 188 districts, which are made up of 706 municipalities. The Federal District consists of two departments, divided into a total of 25 parishes. The capital of Caracas, located in a mountain valley at an altitude of about 3,000 feet, contains the 11 urban parishes of the Libertador department, which has 6 additional suburban parishes further west. A 15-mile stretch of four-lane highway cuts through the coastal mountains to connect Caracas with the harbor of LaGuaira, Venezuela's principal port city. La Guaira is capital of the other department of the Federal District—Vargas—whose eight parishes occupy a narrow strip of land along the coast.

INTERNATIONAL DEMOGRAPHICS

PUBLISHER: *Peter Francese* **EDITOR:** *Doris L. Walsh*
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Caracas's growth spills over into the neighboring state of Miranda. Together with the Sucre district of this state, the Federal District forms the metropolitan area of Caracas, which had 2.84 million inhabitants in 1981, or 20 percent of Venezuela's people. While this is a significant percentage of the national population, it is not so high as that in some other Latin American cities, like Lima or Buenos Aires. The adjacent states, however, are also densely populated. The joint area of the Federal District and the states of Aragua, Carabobo, and Miranda forms only 2.36 percent of the national territory, but holds 37.4 percent of the population. About 70 percent of all industry is located in this region, primarily concentrated in the coastal mountain range between Caracas and Valencia, capital of the state of Carabobo and the country's third largest city (pop. 600,000 in 1981). Important industries are cement, paper and wood pulp, textiles, food processing, tobacco, machinery, motor vehicle assembly, household appliances, electronics, plastics, and chemical products.

Morón, in the western part of the state of Carabobo, houses the government's giant petrochemical plants which produce fertilizers and other chemical products. Another industrial center is Maracay, capital of the state of Aragua and the country's fifth largest city (pop. 380,000 in 1981). The coastal mountain range is also important for agricultural production, especially of meat and dairy products, cotton, coffee, cocoa, sugar cane, tobacco, bananas, pineapples, grapes, and citrus fruits. The state of Miranda produces much of the food for metropolitan Caracas. Coffee, cocoa, and processed citrus fruits are export crops.

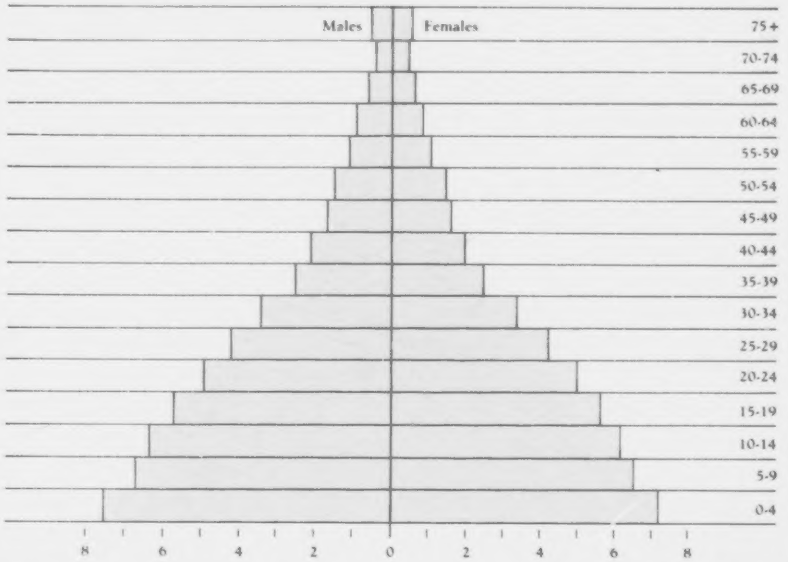
Toward the southwest, the industrial heartland gives way to the mountains of Yaracuy and the Andean states of Lara, Trujillo, Mérida, and Táchira, where several peaks rise to over 15,000 feet. This region is also fairly densely populated, accounting for 17.1 percent of the population on 5.44 percent of the land area. Although Barquisimeto, capital of the state of Lara and the country's fourth largest city (pop. 575,000 in 1981), is an emerging industrial center, the Andean states are primarily important as producers of coffee, cocoa, sugar cane, bananas, citrus fruits, grapes, cotton, and sisal. The states of Táchira and, to a lesser extent, Mérida produce rice and corn, while cattle raising is important in Lara and Trujillo.

Moderate population densities are found in the small coastal state of Sucre and in Nueva Esparta, which consists of the Caribbean islands of Margarita and Coche. Both states subsist primarily on tourism, fishery, agriculture, and food processing.

South of the coastal mountain range, in the states of Barinas, Portuguesa, Cojedes, Guárico, Anzoátegui, and Monagas, lie the "llanos," or prairies, home of the "llanero," or Venezuelan cowboy. The primary economic activity of this region is cattle raising, the single most important sector of Venezuela's agriculture. The prairie region is characterized by a relatively sparse population, as are the states of Falcón and Zulia in the northwest. Nevertheless, Maracaibo, the capital of Zulia, is the country's second largest city (pop. 950,000 in

POPULATION OF VENEZUELA BY AGE AND SEX: 1981*

(in percent)



age	*total*	*males*	*females*
All ages	14,516,735	7,258,674	7,258,061
0-4	2,141,100	1,089,390	1,051,710
5-9	1,922,820	974,620	948,200
10-14	1,810,400	911,096	899,304
15-19	1,654,961	828,871	826,090
20-24	1,446,299	715,204	731,095
25-29	1,234,099	609,491	624,608
30-34	980,237	487,965	492,272
35-39	722,100	359,297	362,803
40-44	594,584	299,618	294,966
45-49	501,574	252,235	249,339
50-54	436,764	221,124	215,640
55-59	331,872	166,123	165,749
60-64	256,864	126,247	130,617
65-69	189,688	89,768	99,920
70-74	134,167	61,582	72,585
75 +	159,206	66,043	93,163

** Does not include the indigenous population, estimated at 53,350.*
Source: OCEI, XI Censo General de Población y Vivienda, 1981

1981), and undisputed center of the oil industry. Smaller oil deposits exist in the states of Trujillo and Anzoátegui. The government is attempting to develop Zulia's potential for coal mining. So far, the only operational coal mine in the country is the one at Lobatera, in the state of Táchira, which provides only about 8 percent of the national coal consumption.

Finally, the state of Apure and the jungle areas of Amazonas, Bolivar, and the Amacuro Delta are virtually empty, containing a mere 6.9 percent of the population on 58.2 percent of the national territory. The government has attempted to settle this region, taking initiatives such as the construction of Ciudad Guayana, in the state of Bolivar, during the late 1950s and early 1960s. Located on the confluence of the Orinoco and Coroni rivers 60 miles downstream from Ciudad Bolivar, amidst important deposits of bauxite, iron ore, and gold, Ciudad Guayana is now the sixth largest city in the country and a site of important industrial growth. Another bauxite deposit, at Los Pijiguaos, also in the state of Bolivar, has become the focal point of Venezuela's aluminum production which began expanding rapidly in 1979. The other important economic activity of the region, iron mining, is presently in a slump because of the unfavorable world market. The entire state of Bolivar and possibly the contested Esequibo region are part of a hitherto unexplored tar-sands belt which may be tapped in the future to produce heavy oil.

POPULATION GROWTH

Venezuela has one of the fastest growing populations of Latin America. Between 1971 and 1981, the annual average rate of increase was 3.11 percent, lower only than rates in Guatemala, Honduras, Nicaragua, and Ecuador. Yet this rate was down from the annual 3.61 percent registered between 1961 and 1971, and the incredible 3.72 percent a year during the 1950s, when the country experienced both a high birth rate and significant immigration. Recent United Nations projections foresee populations of 21.3 million in 1990, 24.2 million in 1995, and 27.2 million by the year 2000.

International migration to Venezuela is a relatively recent phenomenon. Until World War II, the country was little affected by the waves of immigration that transformed Argentina and Brazil. During the period between 1946 and 1958, however, many Spaniards, Italians, and Portuguese arrived. By 1961, there were 527,000 foreign residents in the country, 7 percent of the entire population. Among the male labor force of Caracas, this share was as high as 37 percent. The 1981 census counted 1 million foreign-born people, nearly 70 percent of whom resided in the Federal District and the states of Miranda, Táchira, and Zulia. At present, the main international migration stream is from Colombia to the oil fields of Zulia and to the largest cities, where women find employment as domestic servants. Because most of the immigration is illegal, its exact size is hard to determine, but current estimates put the number of Colombian citizens in Venezuela at over a million.

Venezuela's crude birth rate is one of the highest of the continent, due, in part, to a young age structure. In 1981, 41 percent of the population was younger than 15 years, whereas only 3 percent had reached retirement. The median age was only 19 years. Estimates of the present birth rate vary between 33 and 37 per 1,000. Although the birth rate is high, it represents a significant decline

TIPS ON TRENDS

YOUTH DATA

The impact of high fertility rates among young women is especially significant in developing nations where between 40 and 50 percent of the population is under age 15.

A new wall chart from International Planned Parenthood Foundation shows that in most developing countries, women between the ages of 15 and 19 contribute at least 15 percent of the fertility rate, even though they are only 10 percent of the population.

One reason the teenage pregnancy problem in the United States is considered an epidemic is that while young women aged 15 to 19 are nearly 8 percent of the population in this country, they contribute 16 percent of the total fertility rate.

In countries such as France where teenagers are encouraged to use contraception, 15-to-19 year olds are 8 percent of the population but contribute only 7 percent to the total fertility.

A copy of the wall chart on youth and fertility is available for $2.25 from International Planned Parenthood Foundation, 18-20 Lower Regent Street, London SW1Y 4PW, England.

POPULATION GROWTH SLOWS SLIGHTLY

The annual rate of population increase in the world has declined slightly to 1.7 percent, according to the 1985 Data Sheet from the Population Reference Bureau. The slowdown in China's growth rate is largely responsible for the slight decline.

Other highlights from the Data Sheet, which contains population data for about 200 countries:

—Between 1982 and 1983, the GDP per capita declined in every region except North America.

—Residents of more developed countries can expect to live 15 years longer than those in less developed countries.

—Infant mortality is highest in Africa, where 110 out of 1,000 newborn babies die before their first birthday. The lowest recorded rate is Finland's 6 deaths per 1,000.

—Over 90 percent of the world population growth occurs in Africa, Latin America, and Asia.

Copies of the 1985 World Population Data Sheet are available for $2.00 from Population Reference Bureau, Inc., P. O. Box 35012, Washington, D.C. 20013. •

INSIDE INFORMATION

NEW URBAN PROJECTIONS RELEASED

(in millions)

The March issue of *International Demographics* reported on forthcoming changes in the United Nations' estimates of population for the world's largest urban agglomerations. The publication *Estimates and Projections of Urban, Rural and City Populations, 1950-2025: The 1982 Assessment* has now been released by the Department of International Economic and Social Affairs.

Included among the data tables are the populations of the 35 largest urban agglomerations for every five years from 1950 to 2000. The table shows estimates of the populations of the 35 largest agglomerations in 1985, 1990, and 1995.

	1985		1990		1995	
agglomeration/country	*rank*	*population*	*rank*	*population*	*rank*	*population*
Mexico City, Mexico	1	18.1	1	21.3	1	24.2
Tokyo/Yokohama, Japan	2	17.2	3	17.2	3	17.1
Sao Paulo, Brazil	3	15.9	2	18.8	2	21.5
New York/Northeastern New Jersey, U.S.A.	4	15.3	4	15.3	4	15.3
Shanghai, China	5	11.8	6	12.0	8	12.5
Calcutta, India	6	11.0	5	12.6	5	14.5
Greater Buenos Aires, Argentina	7	10.9	8	11.7	9	12.5
Rio de Janeiro, Brazil	8	10.4	10	11.4	10	12.3
Seoul, Republic of Korea	9	10.2	9	11.5	7	12.7
Greater Bombay, India	10	10.1	7	11.9	6	13.8
Los Angeles/Long Beach, U.S.A.	11	10.0	11	10.5	15	10.9
London, England	12	9.8	13	9.5	22	9.3
Beijing, China	13	9.2	14	9.5	19	9.9
Rhein-Ruhr, Fed. Rep. of Germany	14	9.2	18	9.1	24	8.9
Paris, France	15	8.9	19	9.0	23	9.1
Moscow, U.S.S.R.	16	8.7	16	9.2	20	9.7
Cairo/Giza/Imbaba, Egypt	17	8.5	12	10.0	11	11.5
Osaka/Kobe, Japan	18	8.0	26	7.8	29	7.7
Jakarta, Indonesia	19	7.9	15	9.3	13	11.0
Tianjin, China	20	7.8	25	8.0	26	8.5
Delhi, India	21	7.4	17	9.2	12	11.1
Baghdad, Iraq	22	7.2	21	8.9	16	10.8
Teheran, Iran	23	7.2	20	9.0	14	10.9
Manila, Philippines	24	7.0	23	8.3	21	9.7
Milan, Italy	25	7.0	27	7.3	30	7.5
Chicago/Northwestern Indiana, U.S.A.	26	6.8	28	6.9	33	7.0
Istanbul, Turkey	27	6.8	22	8.4	17	10.2
Karachi, Pakistan	28	6.8	24	8.2	18	10.1
Lima-Callo, Peru	29	5.7	29	6.8	27	8.0
Bangkok/Thonburi, Thailand	30	5.5	31	6.5	28	7.8
Madras, India	31	5.2	32	6.1	32	7.1
Hong Kong, Hong Kong	32	5.1	34	5.6	—	—
Madrid, Spain	33	5.1	35	5.5	—	—
Leningrad, U.S.S.R.	34	5.1	—	—	—	—
Dacca, Bangladesh	35	4.9	30	6.5	25	8.6
Kinshasa, Zaire	—	—	33	5.8	31	7.3
Bangladore, India	—	—	—	—	34	6.5
Lagos, Nigeria	—	—	—	—	35	6.4

* *Medium variant growth rate* Source: *World Population Prospects: Estimates and Projections As Assessed in 1982*, New York: United Nations, 1985.

from the rate of 45 per 1,000 registered in 1961.

Also because of the young age structure, the crude death rate is quite low: only 5 per 1,000. Nevertheless, Venezuela continues to have somewhat higher mortality than would be expected on the basis of its material prosperity. Current estimates by the Population Reference Bureau put the infant mortality rate at 39 per 1,000 and the life expectancy at 69 years, both of which are less favorable than the corresponding figures for countries like Argentina, Costa Rica, Cuba, Jamaica, Panamá, Trinidad and Tobago, or Uruguay. The official figures published by the Venezuelan government are slightly more optimistic.

During the 1970s, four areas grew faster than the national average. The population of the vast expanses of the southern and eastern jungles increased little in absolute terms, but because the base population was small to begin with, the relative increase amounted to an average of 5.8 percent per year. The small Caribbean state of Nueva Esparta became a favored location for tourism and real estate development, growing by an annual average of 5.2 percent. The prairie states of Barinas, Cojedes, and Portuguesa registered a more modest increase—about 3.5 percent a year—as did neighboring Lara, which historically tends to be an area of out-migration. In absolute terms, however, the most significant growth took place in the industrial heartland of the coastal mountains, the states of Aragua, Carabobo, and Miranda, which increased by an annual average of 5.1 percent, expanding their share of the national population from 19 percent in 1971 to 23 percent in 1981.

The metropolitan area of Caracas, however, experienced a slowdown in growth. Earlier projections had warned of the danger of increasing primacy, as Greater Caracas absorbed ever larger shares of the national population: from 11 percent in 1941 to 16 percent in 1950, 20 percent in 1961, and 22 percent in 1971. However, by the 1981 census, its share had fallen to 19.5 percent, due to a moderately low average growth rate of 1.9 percent a year during the decade. Of the 11 urban parishes of the Libertador department, 6 actually lost population. Located in a mountain valley, the old city of Caracas faces serious physical limitations to further expansion. Consequently, land prices have soared to record

TIPS ON TRADE

GLOBAL ADVERTISING

The advertising campaign that can be used in many different countries—global advertising—doesn't work for every product. Some questions to answer when you are trying to determine whether it is an appropriate approach:

1. Are the company's business plans transnational rather than national?
2. Is the product or service similar or the same at home and abroad?
3. Does the product's appeal transcend borders?
4. Are there any outstanding legal restrictions on the product's use or advertising in any of the countries?
5. Are there strong societal factors in the purchase or use of the product?
6. Is there a heavy dependence on a particular socioeconomic characteristic in selling the product?
7. What does the competition do?

—Robert Roth, senior vice president and director of international operations for HBM/Creamer, Inc., former publisher of International Advertiser.

SERVICE IS ESSENTIAL

Selling in Europe is more than just getting the products across the ocean. Robert J. Barrus, president of Robert J. Barrus, Inc., an international communications consultant specializing in direct response marketing, says companies that sell to businesses may wish to target only the geographic areas where service is available. European firms will not buy products when service can't be guaranteed.

SIGHT AND SOUND

Wider access to television in foreign media campaigns means that advertisers can de-emphasize language and focus instead on images, music, sounds, and feelings in their ads. Promotions have to be entertaining. Music, images, and feelings can often say what you want to say better than words. Such commercials have the advantage of not losing anything in translation as they cross country borders.

—Les Margulis, vice president, BBDO International, speaking at the Fifth Annual Advertising World conference in New York City.

DUTCH BICYCLES

The 2.4 million Dutch people over 60 have a new bicycle model to call their own, thanks to the ingenuity of a country doctor, Hans Bakker, who advises his patients to bicycle for exercise.

Seventy-nine percent of the Dutch population of 14.5 million people own a bicycle. The Dutch manufacture about 1 million bicycles a year, including a quarter million for export, but until this spring, there was no special model for older people.

According to a report in *Europe*, the new bicycle model has battery-operated turn signals and headlights that stay on when the bike is stopped. The seat is mounted low enough so that the rider can put both feet on the ground when stopped, and farther from the handlebars so that the rider can maintain an upright position.

The "Abraham" model, made by the Rival company, sports a $300 price tag.

CONFERENCES

Marketing research in agriculture, publishing, and sales promotion are topics on the 1985 agenda of The European Society for Opinion and Marketing Research.

"Below-the-Line and Sponsoring: The Use of Promotion and Sponsorship in the Marketing Mix," will be the subject at a seminar in Milan, Italy, November 6-8. "Below-the-line" activities include special sales activities (promotions, deals, schemes, exhibitions, displays, free samples, incentives, direct-mail) directed at the consumer, the trade, or the sales force, by which the price-value proportion of a product or service is altered or its image is improved in order to stimulate consumer purchases and the efficiency of intermediate trade.

"Quality in Publishing: Innovative Strategies for 1990" will be the topic of a November 27-29 seminar in Madrid, Spain.

Agricultural market research was the subject of a seminar in Copenhagen, June 12-14.

For information on any of the above seminars or copies of their proceedings, contact: ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands; telephone (020) 64.21.41; telex 18535 ESMAR NL.●

ADMINISTRATIVE DIVISIONS OF VENEZUELA: POPULATION, HOUSEHOLDS, POPULATION DENSITY, ANNUAL GROWTH RATE

	population 1981	*households 1981*	*population density 1981*	*annual growth rate 1971–81*
Federal District	2,070,742	436,719	2,777.7/sqm.	1.1%
Anzoategui	684,451	120,969	40.9	3.1
Apure	193,248	31,500	6.5	1.6
Aragua	891,623	171,646	329.1	5.1
Barinas	326,166	59,481	24.0	3.5
Bolivar	681,607	124,510	7.4	5.7
Carabobo	1,062,268	204,998	591.4	4.9
Cojedes	133,991	24,154	23.4	3.6
Falcon	503,896	87,299	52.6	2.1
Guarico	393,467	69,731	15.7	2.1
Lara	945,064	167,674	123.6	3.5
Merida	459,361	86,880	105.2	2.8
Miranda	1,421,442	300,977	462.9	5.2
Monagas	390,071	65,337	34.9	2.7
Nueva Esparta	197,198	35,575	443.9	5.2
Portuguesa	424,984	76,285	72.4	3.6
Sucre	586,018	98,442	128.6	2.3
Tachira	660,234	120,352	154.0	2.6
Trujillo	433,735	81,392	151.7	1.3
Yaracuy	300,597	54,371	109.6	3.0
Zulia	1,676,468	296,955	68.8	2.6
Amazonas	63,942	7,733	0.9	11.4
Amacuro Delta	68,662	9,684	4.4	3.6
Federal Dependencies	850	156	18.3	6.3
Total	14,570,085	2,732,820	41.4	3.1

Source: *OCEI, XI Censo General de Poblacion y Vivienda, 1981*

heights, triggering a high-rise construction boom unequaled anywhere in the continent. At present, the only part of the metropolitan area which continues to expand rapidly is the Sucre district of the state of Miranda.

Despite the fact that metropolitan growth has stayed under the national average, the country continues to urbanize. The Venezuelan censuses define urban areas as those with 2,500 or more inhabitants. The present rate of urbanization was about 86 percent in 1981, up from 73 percent in 1971 and 62 percent in 1961, making Venezuela the fourth most urbanized country of the continent, after Uruguay, Argentina, and Chile. The U.S. Census Bureau estimates the 1981 urban population at 84 percent. Policies to counter the rural-to-urban migration stream are complicated by income differentials between city and country that are among the highest in Latin America.

HOUSEHOLDS AND FAMILIES

The 1981 census counted 2.73 million households, with an average size of 5.28 persons. The average has come down somewhat from 5.76 persons in 1971, which in turn represented an increase over the 1961 average of 5.34 persons. Smaller households are found in the Federal District (averaging 4.66 persons) and the state of Miranda (4.70 persons). The largest average household sizes are those of the states of Sucre (5.93 persons), Apure (5.92), and Monagas (5.88), and the federal territories of Amazonas (5.81) and the Amacuro Delta (5.82).

Family instability is a serious social problem. An estimated 20 percent of all households are headed by women with low income and education, most of whom have been abandoned by their partners. About 32 percent of all couples live in informal unions, and account for as many as 52 percent of all registered births. About 15 percent of all children are not legally recognized by their fathers.

The dissolution of formal unions, however, is rare. The number of formal divorces pronounced in 1979 amounted to 5 percent of the number of marriages registered in the same year. This is only slightly higher than the 1970 figure of 4 percent, and much less than that in the U.S., where the figure reached 64 percent in 1979.

The average number of children a woman will have borne by the end of her reproductive period (total fertility rate) is about 4.3. While still fairly high, this represents a considerable reduction compared to the corresponding figures of 5.4 and 6.7 children in 1971 and 1961 respectively.

The Venezuelan census classifies households by the country-of-origin of their heads. A total of 366,093 heads of households (13.4 percent) declared themselves as foreign born. This share is somewhat higher in the Federal District (21 percent) and in the states of Miranda (27 percent) and Táchira (27 percent).

HOUSING AND CONSTRUCTION

The accelerated rhythm of urbanization has left its mark on the Venezuelan housing situation. The 1981 census enumerated 3.2 million housing units, of which 356,000 were unoccupied and 60,000 were under construction. Of the occupied dwellings, 2.7 million served as family housing and 7,224 as collective housing. In 1980, an estimated 800,000 dwellings were considered inadequate. Among these are the slum dwellings, called "ranchos" in Venezuela, which make their way up the mountain slopes of Caracas and surround many other large cities.

There is no doubt, however, that the housing infrastructure has improved during the past decade. In 1979, an estimated 66 percent of the homes had access to electricity. The percentage of homes with running water increased from 46 percent in 1970 to 72 percent in 1980, whereas toilet facilities were extended from 26 percent of the homes in 1970 to 45 percent in 1980. Despite the higher urban rate of population growth, differences between urban and rural areas persist. While 78 percent of the homes in cities and towns of over 5,000 inhabitants were served by running water and 58 percent by toilet facilities, the corresponding figures for the rural areas were only 54 percent and 4 percent respectively.

INSIDE INFORMATION

TIME OF LIFE

Lack of punctuality is a badge of success in Brazil, whereas in the United States it is often considered to be a sign that a person doesn't care about the appointment.

An article in the March issue of *Psychology Today* compares the ways people in different cultures view time and comments on how those differences affect the ways they do business, make social contacts, and live their lives.

The author, Robert Levine, a professor of psychology, chose three measures of time: "the accuracy of a country's bank clocks, the speed at which pedestrians walked, and the average time it took a postal clerk to sell us a single stamp." Observations were made in one medium-sized city and one urban area in Japan, Taiwan, Indonesia, Italy, England, and the United States.

Japan ranked first in each category—its clocks were the most accurate, its pedestrians walked fastest, and its postal clerks were most efficient. Indonesia ranked last in every category except in the post office, where Italy took last place. •

A total of 633,723 new "formal" housing units were constructed during the decade. The housing market, however, increasingly caters to upper-income groups. As a symptom of this trend, the percentage of units constructed by the government, mostly for the lower-income population, declined from 63 percent during the first half of the decade to 44 percent during the second half.

ETHNICITY AND RELIGION

As in neighboring Colombia, Venezuela's population consists predominantly of "mestizos," people of mixed European and indigenous ancestry, who make up some 65 percent of the total. The next most important ethnic group is of pure European descent and forms about 20 percent of the population. Apart from traditional Venezuelan families and Spanish, Italian, and Portuguese immigrants, there are smaller British, French, German, Polish, and Rumanian communities. Other than Europeans, Venezuela's foreign-born residents include those from several neighboring countries, as well as a community of Syrian-Lebanese.

Relations between Venezuelans and foreigners have occasionally been strained. For instance, after the fall of the Pérez Jiménez government, which had openly favored European immigration, several attacks on the person and property of foreigners were reported, which may have contributed to the sharp reduction of immigration flows after 1958. Even the law has discriminated against foreigners in some cases. The 1936 Labor Law, for instance, specified that firms with more than 100 employees could not hire more than 25 percent foreign-born workers.

Along the Caribbean coast, there is a predominance of the black population which was brought in from Africa to work on the sugar plantations and which now makes up about 9 percent of the national population. Another 5 percent consists of mulattoes and persons of mixed Negro and Indian descent. The indigenous population is very small, consisting of 53,530 individuals who live almost exclusively in the states of Anzoátegui, Apure, Bolivar, Monagas, Sucre, and Zulia, and the federal territories of Amazonas and the Amacuro Delta.

Like Colombia, Venezuela is predominantly Roman Catholic. Other religions are permitted, but play a minor role in national life.

EDUCATION

Although Venezuela spends a respectable 5 percent of its GNP on education, its literacy rate of 83 percent (in 1979) still trails that of several other Latin American countries, like Argentina, Chile, Colombia, and Uruguay. In terms of other indicators, the country's educational situation still leaves much to be desired. According to government statistics, 37 percent of the population over age 15 have less than three years of schooling and are considered functionally illiterate. In the rural areas, this percentage rises to 71 percent for men and 84 percent for women.

In metropolitan Caracas, 51 percent of the labor force have more than primary education. In urban Venezuela as a whole, this proportion is 44 percent, but in the rural areas only 33 percent have studied beyond the primary level. In 1978, 14 percent of the children aged 7 to 12 and 37 percent of those between 13 and 15 were not enrolled in school. Drop-out rates were 7 percent per year at the primary level and 16 percent at the secondary level. Of every 100 students entering primary school in 1973, only 64 finished in 1979. At the secondary level, only 38 percent finished on schedule. The total school enrollment in 1979-80 amounted to 4 million students, of whom 413,000 were in kindergarten, 2.5 million in the first six grades of primary school, 606,000 in the first three grades of high school, 216,000 in the last grades, and 312,000 in college. In addition, 337,000 adults were enrolled in special education programs.

Higher education has developed explosively during the past decade, as enrollments more than tripled. The country now has 60 institutions of higher learning. The most important are the Central University and the Simón Bolivar University in Caracas, the University of the Andes in Mérida, the University of Zulia in Maracaibo, and the Eastern University in Puerto La Cruz and Cumaná. Public education predominates over private schools at all levels, including college: in 1979-80, only 13.6 percent of students at any level were enrolled in private institutions.

LABOR FORCE AND INCOME

The Venezuelan labor force was estimated at 4.5 million people in the second semester of 1980, or 31.5 percent of the entire population. Of these, 38,000 were seeking employment for the first time, 138,000 were unpaid family workers, and 217,000—5.7 percent of the total—were unemployed. Women made up 27.5 percent of the national labor force, but 35.1 percent in metropolitan Caracas. In 1979, only 37 percent of the labor force were covered by social security and only 26 percent had a formal hiring contract.

Among the economically inactive, an estimated 5.8 million were younger than 15 years, 2.3 million were housewives, and 1.1 million students. The official unemployment rate for metropolitan Caracas was 6 percent in 1980 and 5.7 percent in 1981. Since then, unemployment has been on the rise, first to 7 percent in 1982 and then to more than 10 percent during the first months of 1983. The increased joblessness affects primarily young men entering the labor force. The unemployment rate for men aged 15 to 24 in metropolitan Caracas reached more than 20 percent in 1983. Unofficial estimates put current national unemployment as high as 15 percent.

Although oil drilling is the cornerstone of Venezuela's economy, it employs only 1 percent of the labor force. The largest single employment category is social and personal services, which accounts for one-fifth of all jobs, and 24 percent in metropolitan Caracas. The next most important category is commerce.

Venezuela's manufacturing industry, which provides 16 percent of all jobs, is relatively undeveloped in comparison to that of other Latin American countries like Argentina, Chile, Brazil, or Mexico. In fact, the country is not self-sufficient in any manufacturing sector except tobacco. In 1980, 32 percent of all industrial products were imported, especially machinery (94 percent), electrical equipment (67 percent), transportation equipment (38 percent), and chemical products (37 percent). In terms of employment, the most important manufacturing sector is food processing (117,000 jobs in 1980), followed by basic metals (81,000), clothing (71,000), wood furniture (35,000), and shoes (33,000).

HOUSEHOLD INCOME DISTRIBUTION IN VENEZUELA BY AREA: 1980

*income class** *(in Bol./month)*	*total*	*rural*	*urban*	*metropolitan Caracas*
0 - 450	1.7%	2.5%	1.0%	0.4%
451 - 700	2.9	7.5	1.3	0.5
701 - 1,000	6.8	16.6	3.4	1.5
1,001 - 1,500	11.2	18.6	8.7	6.4
1,501 - 2,000	13.3	17.1	12.0	10.2
2,001 - 3,000	19.2	17.0	19.9	17.7
3,001 - 4,000	14.1	8.0	16.1	15.9
4,001 - 5,000	9.3	4.9	10.7	12.8
5,001 +	21.7	6.8	26.8	35.7
Median Income	2,740 Bol.	1,613 Bol.	3,226 Bol.	3,841 Bol.

* *The 1980 exchange rate was 4.29 bolivars to the dollar.*

Source: OCEI, *Encuesta de Hogares por Muestro, 2nd Semester of 1980*

Almost on par with the manufacturing industry is the primary sector, accounting for 15 percent of all employment, but only 6 percent of the GNP. The major products of this sector are beef (21 percent), cereals (12 percent), dairy products (11 percent), and fruits (10 percent). As a whole, Venezuelan agriculture has languished, due to strong rural-to-urban migration and lack of government attention. As a result, the country has to import three-quarters of its food.

Another worrisome aspect of Venezuela's labor force is the country's oversized government bureaucracy. Between 1973 and 1980, the number of government employees in different sectors of the economy increased from 350,000 to 970,000. This process does not reflect the expansion of government services, but rather the absorption of unprofitable economic activities by the state, since private investment has been insufficient.

Venezuelan incomes are high by Latin American standards. In 1980, the median wage of an urban worker was $400 per month: $357 in commerce, $374 in public administration and services, $410 in manufacturing, and $458 in building and construction. Although income inequality is not as extreme as in some other countries of the region, there exists a substantial difference between urban and rural areas. In metropolitan Caracas, the median wage of a worker was $432, but in the rural areas only $247. Total household incomes amounted to $895 per month in metropolitan Caracas, $752 in urban Venezuela as a whole, and $376 in the rural areas. With 3,000 bolivars (1980) considered a minimum acceptable monthly family income, 37 percent of the families in metropolitan Caracas, 46 percent of those in urban Venezuela as a whole, and as many as 80 percent in the rural areas live below the poverty level. The acquisitive power of the population has worsened during the past few years, as wages have not accompanied inflation and the bolivar has lost its dollar convertibility.

CONSUMPTION AND COMMUNICATION

Until recently, the benefits of strong currency, relatively high incomes, and heavily subsidized gasoline prices gave Venezuelans access to an American-oriented lifestyle found in few other countries of the region. Venezuelans spent nearly $1.6 billion on tourism abroad in 1979, mostly in the United States (22 percent), the Caribbean (21 percent), and Europe (17 percent). Since the local tourist industry is little developed, a $1.32 billion deficit on the balance of trade resulted, more than the entire national defense budget.

One in every eight Venezuelans possesses a private car, one of the highest rates in Latin America. In 1980, 94 percent of all homes had a radio set and 79 percent a TV. The scarcest means of communication is the telephone, which only 5.8 percent of the population owned in 1979. The total number of licensed radio stations was 158. The three television networks in operation are Radio Caracas Televisión, Venevisión, and Venezolana de Televisión, the latter run by the government. Venezuela has the highest newspaper circulation rate of the continent, higher even than Argentina, with a total of 70 national dailies, of which "El Nacional," "Ultimas Noticias," "Meridiano," and "El Mundo" are the most important.

In 1979, Venezuela counted 255 registered advertising agencies, of which 14 were foreign. The total advertising expenditure that year reached $263 million, of which 50 percent was spent on TV commercials, 42 percent on the written media, and 8 percent on radio advertising.

Due to the recent austerity measures, Venezuela's importance as a U.S. export market has diminished somewhat. Although the country continues to be the second largest buyer of U.S. products in Latin America, it has moved from 11th place on the world list of U.S. export markets in 1982 to 17th place in 1983.

SOURCES OF INFORMATION

A fair number of books and articles on Venezuela are available in the English language, but most are unsuitable for obtaining up-to-date statistical information. A more or less recent book on the Venezuelan economy is *Venezuelan Economic Development: A Politico-economic Analysis* by Loring Allen, JAI Press, Greenwich, CT, 1977. The chapter "Caracas: The Politics of Intensifying Primacy" by David J. Myers, in volume 6 of Sage's *Latin American Urban Research Series*, gives interesting information on the urban expansion of Caracas, but is unfortunately somewhat out-of-date. The same holds for the Population Council's *Venezuela: Country Profile*, by R. G. Cerrutti and S. B. Kar, published in 1975.

The Sixth National Development Plan, published in 1981 by the Central Office of Coordination and Planning of the Presidency of the Republic (CORDIPLAN) gives a more recent summary of data and policies, in Spanish. Although the plan has been only partly implemented, it is a valuable source of information on many different aspects of Venezuelan society. Other sources in Spanish are the Statistical Yearbooks, published by the Central Office of Statistics and Computation (OCEI), which also published the 1981 census. •

—Ralph Hakkert

—Ralph Hakkert is International *Demographics' South American correspondence, a demographer working in Brazil.*

SOURCES

THE $47 GOLD MINE OF DEMOGRAPHIC INFORMATION

For $47, you can buy one reference book that will answer myriad questions about the past, present, and future demographic situation in many countries.

The new version of the United Nations' *World Population Prospects: Estimates and Projections As Assessed in 1982* doesn't sound like it would set the world on fire, but when you are searching for trend data or population projections by age, it can provide exactly the numbers you need.

The new edition is particularly interesting because demographers had results from a significant number of censuses taken in the 1980 round by the time they did these assessments. Since experts consider the 1980 round of censuses to be the most reliable to date in most countries, the estimates and projections based on those numbers are as accurate as can be expected.

The introductory section of the 521-page volume is filled with tables and charts that help the reader understand world population trends. Two of those tables are reprinted here. Others show the 20 highest and lowest age structures according to the percent of the population under age 15 and over age 65. From those tables, the reader instantly learns that the oldest country is Sweden and the youngest is Kenya; that by 2025 the population of Europe will shrink to 6 percent of the world's total, down from 11 percent in 1980; and that Nigeria is expected to rise from the tenth most

20 COUNTRIES OR AREAS WITH LOWEST AND HIGHEST GROWTH RATES: 1980-1985

rank	*country or area*	*growth rate 1980-1985**	*rank*	*country or area*	*growth rate 1980-1985**
Lowest 1	Switzerland	–0.3	*Highest* 188	Iraq	3.4
2	Germany, Federal Republic of	–0.2	189	Rwanda	3.5
3	Luxembourg	–0.1	190	United Republic of Tanzania	3.5
4	German Democratic Republic	–0.1	191	Uganda	3.5
5	United Kingdom	0.0	192	Zimbabwe	3.5
6	Austria	0.0	193	Botswana	3.5
7	Lebanon	0.0	194	Vanuatu	3.6
8	British Indian Ocean Territory	0.0	195	Syrian Arab Republic	3.7
9	Martinique	0.0	196	Jordan	3.7
10	Falkland Islands (Malvinas)	0.0	197	Somalia	3.7
11	St. Pierre and Miquelon	0.0	198	Solomon Islands	3.8
12	Afghanistan	0.0	199	Libyan Arab Jamahiriya	3.8
13	Sweden	0.0	200	Saudi Arabia	3.9
14	Holy See	0.0	201	Brunei	4.0
15	Belgium	0.0	202	Qatar	4.0
16	Cook Islands	0.0	203	Kenya	4.1
17	Niue	0.0	204	Bahrain	4.3
18	(Wallis and Futuna Islands	0.0	205	Oman	4.5
19	Denmark	0.1	206	Kuwait	5.3
20	Suriname	0.1	207	United Arab Emirates	5.8

* Medium-variant growth rate

populous country to the fourth most populous by 2025.

This volume offers assistance to long-term strategic planners and market researchers who are trying to determine such facts as how many children between the ages of 5 and 9 there are in Zambia this year.

Some demographers question the validity of United Nations' numbers because they think the data may be subject to adjustment for political reasons. Our analysis leads us to believe that they are accurate for most developed countries and as accurate as anyone else's data for developing countries. Who can say for sure what the population of Ethiopia will be in 1990 when the country has never taken a population census?

This important market researchers' tool can be ordered from The United Nations Sales Section, New York, New York 10017; or from Unipub, Box 423 Murray Hill Station, New York, New York 10016; telephone (212) 916-1600. ●

25 MOST POPULOUS COUNTRIES: 1984 AND 2025*

(ranked by size, in thousands)

1984			*2025*		
rank	*country*	*population*	*rank*	*country*	*population*
1	China	1,051,551	1	China	1,460,086
2	India	746,742	2	India	1,188,504
3	Union of Soviet Socialist Republics	275,761	3	Union of Soviet Socialist Republics	367,127
4	United States of America	235,681	4	Nigeria	338,105
5	Indonesia	162,167	5	United States of America	312,686
6	Brazil	132,648	6	Indonesia	255,334
7	Japan	119,492	7	Brazil	245,809
8	Pakistan	98,971	8	Bangladesh	219,383
9	Bangladesh	98,464	9	Pakistan	212,811
10	Nigeria	92,037	10	Mexico	154,085
11	Mexico	77,040	11	Japan	127,600
12	Germany, Federal Republic of	61,214	12	Ethiopia	111,983
13	Viet Nam	58,307	13	Viet Nam	105,103
14	Italy	56,724	14	Zaire	104,387
15	United Kingdom	55,624	15	Philippines	102,318
16	France	54,559	16	Turkey	99,313
17	Philippines	53,395	17	Egypt	97,391
18	Thailand	50,584	18	Iran	96,166
19	Turkey	48,811	19	Thailand	86,282
20	Egypt	45,657	20	United Republic of Tanzania	83,805
21	Iran	43,799	21	Kenya	82,850
22	Republic of Korea	40,309	22	Burma	82,153
23	Spain	38,717	23	South Africa	76,332
24	Burma	38,513	24	Morocco	59,859
25	Poland	37,228	25	Republic of Korea	58,556

Source: *World Population Prospects: Estimates and Projections As Assessed in 1982.* New York: United Nations, 1985.

PUBLICATIONS

The Chinese Mosaic: The Peoples and Provinces of China, by Leo J. Moser, 1985, Boulder, Colo.: Westview Press, 272 pp., $32.50. Order from Westview Press, 5500 Central Avenue, Boulder, CO 80301.

This book describes the linguistic and cultural diversity that exists among the Han Chinese, who constitute about 95 percent of the population of China. Dr. Moser, a Foreign Service officer and currently director of the Center for the Study of Foreign Affairs of the U.S. Department of State, brings together data from a wide variety of sources and disciplines. He presents an overview of the Han people, examines their historical and geographical backgrounds, and details the unique characteristics of each of the major Han groups. In the final chapters of the book Dr. Moser looks at race, religion, and ethnicity in China, discussing provincial stereotypes, folk culture, and how the nation has achieved unity in diversity.

Women and Employment: A Lifetime Perspective, by Jean Martin and Ceridwen Roberts, 1984, London: Her Majesty's Stationery Office, 195 pp., L9.50 net. Order from Her Majesty's Stationery Office, 49 High Holborn, London WC1V 6HB.

This report is the most comprehensive study of women's employment in Great Britain in 15 years. Based on data collected in a 1980 national survey of women of working age, this volume discusses the factors that determine whether or not women work, describes women as workers, and investigates the importance of work to women. The report contains an abundance of tables displaying data plus expert analyses of the survey topics.

Beginning by defining the current levels of women's economic activity, the report goes on to describe the demographics of working and nonworking women. The types of jobs women hold, the hours they work, the pay they receive, the child-care arrangements they make, and the opportunities they have for training and promotion are included in this analysis of the main topics of the survey. One chapter deals solely with working women's attitudes towards working in general and their jobs in particular and discusses variations in women's job satisfaction.

Another chapter focuses on nonworking women, discussing the extent and consequences of unemploy-

continued

COMING UP

Austria, a small country with a population of highly-educated consumers.

ment and economic inactivity. Other topics covered in the report include women's domestic responsibilities and the effect these may have on her movement into and out of employment and between full- and part-time work, women's job changes and occupational mobility, and how women look for jobs. The study concludes with a chapter dealing with attitudes: the extent to which women and husbands think women should or should not work and under what circumstances, as well as general views about women working and about the equal opportunities legislation.

Although the authors claim that this is not an exhaustive analysis of all the data obtained in the survey, it certainly contains everything a researcher would want to know about working women in Great Britain.

Generating Internationally Comparable Income Distribution Estimates, edited by Wouter van Ginneken and Jong-goo Park, 1984, Geneva: International Labour Office, 176 pp., 25 Swiss francs. Order ISBN 92-2-103666-9 from the Publications Branch, International Labour Office, CH-1211 Geneva 22, Switzerland.

This monograph is the result of a collaboration between the International Labour Office and the World Bank to produce a set of income distribution data that would be internationally comparable. By adopting the same income unit for each country (the household), the same income concept (household available income), and the same methodology (measuring household incomes by household surveys and adjusting them with national accounts incomes), internationally comparable income distribution estimates for 23 developed and developing countries have been generated.

An introductory chapter summarizes the methodology and main results of the study. Each of the 23 country chapters contains a short summary of the data source, the income concept, and the adjustment procedure, and presents tables showing the income distribution estimates that were generated for that nation. The volume's appendix provides comparable income estimates for nine additional countries.

Fertility in Canada: From Baby-Boom to Baby-Bust, by Anatole Romaniuc, 1984, Ottawa: Statistics Canada, 156 pp., $8.85 in Canada, $10.60 elsewhere. Order catalogue no. 91-524E from Publications Sales and Services, Statistics Canada, Ottawa, K1A 0T6.

From almost 4 births per women at the height of the post-war baby-boom, Canada's total fertility rate has fallen to an all-time low of 1.7 births. Most Canadian couples are electing to have just two children, and they are tending to postpone them until later in life and space them further apart. While couples remaining childless are still a minority, they are on the increase. Finally, while marital fertility rates have declined, the incidence of births among unmarried women has increased.

This report not only presents the facts about fertility and reproductive patterns in Canada, but also explores the factors underlying the fertility decline, as well as the future course of fertility and the implications for population growth. A final chapter reviews public reactions in other countries where fertility has fallen to or below the replacement level, and reports on actions taken to remedy sagging birth rates.

The book is clearly written and illustrated with numerous tables and figures. Anyone doing business in Canada or interested in Canadian demographics will find it an informative reference work.

Toward International Tele-Education, edited by Wilbur T. Blume and Paul Schneller, 1985, Boulder, Colo.: Westview Press, 256 pp., $19.50. Order from Westview Press, 5500 Central Avenue, Boulder, CO 80301.

In 1983, a group of experts from the fields of education, communication, and government gathered in Washington, D.C. to explore the possibilities for tele-education. This book presents the papers given at that meeting, providing a wealth of information on the past, present, and future of tele-education efforts.

The papers in the first part of the volume discuss worldwide education needs, and evaluate current plans and programs. The essays of the second part identify the resources to foster tele-education that exist from previous communication technology research and describe the projects in international tele-education that are presently underway, most of which are experimental. The third part of the book sets forth the prospects for international tele-education and examines the relevant educational, economic, legal, and political issues. ●

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INTERNATIONAL DEMOGRAPHICS

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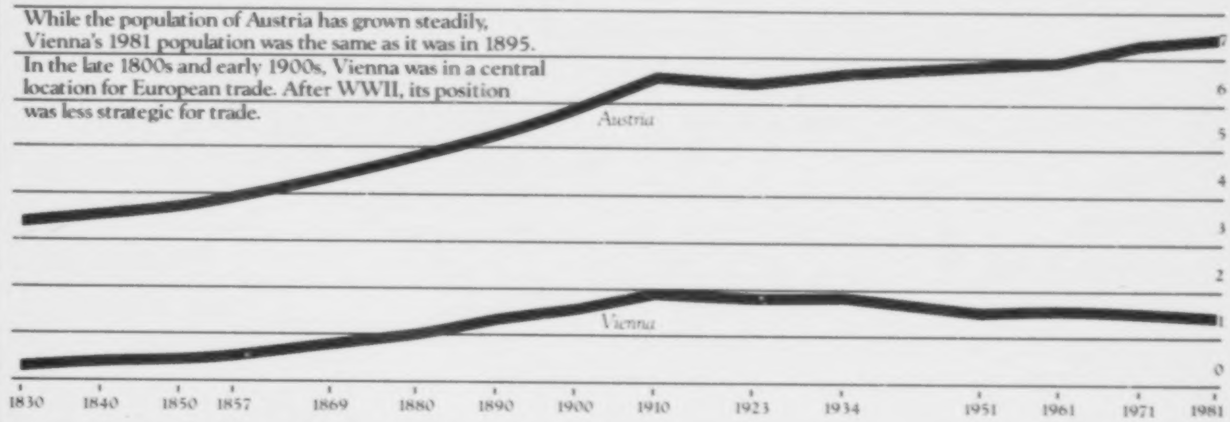
TOTAL POPULATION OF AUSTRIA AND VIENNA: 1830-1981

(in millions)



While the population of Austria has grown steadily, Vienna's 1981 population was the same as it was in 1895. In the late 1800s and early 1900s, Vienna was in a central location for European trade. After WWII, its position was less strategic for trade.

COUNTRY PROFILE

REPUBLIC OF AUSTRIA

Austria, located in the heart of Central Europe, is home to the famous Austrian Alps, winter ski resorts, and a history rich in folklore and custom. Although landlocked, it is a land of water with 90 large lakes, myriad smaller ones, and an extensive river system that includes the Danube immortalized by a Strauss waltz. The country is one of the smallest in Europe, covering only 32,375 square miles, approximately the area of Maine. Its population, however, is about 6.5 times that of Maine.

Once the backbone of the Hapsburg empire, Austria was abandoned by its hereditary monarch after World War I and the nation's first republic and constitution was born. Political unrest gave rise to an authoritarian regime in 1934 and the country was annexed by Hitler in 1938. At the end of World War II, the four Allied powers resurrected the Austrian constitution, as amended in 1929, to serve as the foundation for the Second Republic.

REGIONS AND CITIES

Austria is divided into nine provinces or states: Burgenland, Kärnten (Carinthia), Niederösterreich (Lower Austria), Oberösterreich (Upper Austria), Salzburg, Steiermark (Styria), Tirol (Tyrol), Vorarlberg, and Wien (Vienna) which is the federal capital as well as a province.

The size of Austria limits the number of large metropolitan areas. Vienna, the largest city, contains more than one-fifth of the country's population. Other large cities include Graz, Linz, Salzburg, and Innsbruck.

Austria's population declined immediately following World War II, primarily because of massive emigration. But between 1950 and 1980 there was steady growth. The population in 1950 was 6.9 million. By 1970, it had risen to 7.4 million, by 1981 when the census was taken, it had reached 7.6 million. There has been a slight decline to

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THIS MONTH: AUSTRIA

AUSTRIA
CZECHOSLOVAKIA
Nieder
Linz
Vienna
Ober
FEDERAL REPUBLIC OF GERMANY
Salzburg
Burgenland
HUNGARY
Vorarl
Innsbruck
Tirol
Salzburg
Steiermark
Graz
Tirol
Kärnten
SWITZERLAND
ITALY
YUGOSLAVIA

a 1985 estimated population of 7,487,000. Austria's population is projected to stabilize at 7.4 million through the rest of the decade.

Since World War II, Austria's population has shifted from its rural eastern areas to the more developed industrial regions of the west. The largest growth was registered in the provinces of Vorarlberg, Tyrol, and Salzburg. Between 1961 and 1981, Vorarlberg grew by 35.4 percent, Tyrol by 26.6 percent, and Salzburg by 27.4 percent. The only province to show a sustained decline in population is Vienna. Over the same period, the capital lost 6.9 percent of its residents.

In fact, migration out of Vienna predates World War II. In 1923, the capital had 1.9 million people, a population 27 percent greater than the 1981 census figure. The annihilation of the city's Jewish community, estimated at half a million in 1938, contributed to Vienna's population decline.

Concurrent with the east-west migration is an increase in urban residents, although Austria is still not as urbanized as most of its European neighbors, partly because the winter resort industry provides jobs in rural areas. The urban population, estimated at 56 percent in 1985, is expected to continue to grow slightly to about 63 percent by the end of the decade. While this means that not even half the 7.4 million Austrians can be reached by marketing in the largest cities, the country is so small and distribution systems reliable enough that rural areas can be reached relatively easily.

ETHNICITY AND RELIGION

The invaders, traders, and settlers that came in contact with the area throughout its history left a legacy enjoyed by today's Austrians. Ninety-eight percent of the residents consider themselves Austrian and claim no other ethnic origin. The remaining 2 percent are Magyars (Hungarians), Croats, Slovenes, Czechs, and a small number of Italians. Each group retains its ethnic culture and language.

The official language of Austria is German and 99 percent of the population speaks it fluently. The German spoken in the border regions, however, often reflects the country bordered, taking on a distinct Italian, Swiss-German, or Bavarian lilt. Overall, Austrian German is a softer, more musical sound than the German spoken to the north.

Austrians are religious. Ninety percent of the population is Roman Catholic. Six percent are Protestant—Lutheran and Reformed. Few people claim no religion. Roadside crosses or small religious scenes are common along rural thoroughfares; crucifixes may be found in most village inns and homes. Freedom of religion is guaranteed by the Austrian constitution although subsequent decrees specify that all religions must be compatible with public safety and morality. Religious groups must register with the government in order to be recognized under Austrian law.

Religious and racial problems are all but nonexistent in Austria, partly because since the war it has been a homogeneous society. A recently published survey by a Viennese sociologist, however, suggests that at least half of the citizens of Austria continue to harbor anti-Semitic beliefs.

AGE DISTRIBUTION

Austrians are living longer than ever before. The life expectancy of a child born in 1900 was only 39 years for boys and 41 years for girls. In 1985, life expectancy was 69 for men and 76 for women. These figures are comparable to life expectancy data recorded for similarly industrialized countries.

Birthrates leveled off during the early 1980s. But an increase of 1,000 to 2,000 births annually is expected in the next decade—raising the total to about 91,000 births a year between now and 1995. By the end of the century, there will be a slight decline.

The upturn in births will mean a larger market for children's apparel, toys, games, and books. Because so many of these births will be first children, the Austrians, who are extremely fond of children, will undoubtedly spend freely on them.

According to 1985 estimates, 18 percent of the population is under age 15, about 67 percent is between the ages of 15 and 64, and 14 percent is aged 65 and older. By the end of the century, the proportion of Austrians who are of working age will have declined slightly, and the older population will have increased to 15 percent of the total population. The median age will rise from 35.5 this year to 38.6 by the end of the century.

INTERNATIONAL DEMOGRAPHICS

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HOUSEHOLDS AND FAMILIES

Austrians place a high value on home and family life. Nevertheless, the divorce rate climbed from 11,168 divorces in 1976 to a peak of 14,298 divorces in 1982.

Concurrent with the rising divorce rate is a steady increase in the total number of marriages performed. First marriages rose from 4.5 per 1,000 in 1978 to 4.8 per 1,000 in 1982. Remarriages for divorced or widowed persons fluctuated, but were about 1.4 per 1,000 over the same period.

Men and women are marrying later, in a pattern similar to that in other Western European countries. In 1978, the median ages of the bride and groom were 22.4 and 25.6 years, respectively. By 1982, the median age rose to 23 for women and 25.8 for men.

The combination of an aging population, a disparity between the life expectancy of men and women, and the high divorce rate contributes to an increase in single-person households and to growth in the number of households.

Average household size is estimated to be 2.6 people this year. That average is expected to decline to 2.3 people by the end of the century. The number of households, on the other hand, is expected to increase from 2,767,000 this year to about 3,233,000 in 2000. There will be 3 million households by 1990.

HOUSING

The types of housing common in Austria are partially dependent on climate and often dependent on heritage. Picturesque chalet-style homes, complete with geranium boxes and steeply-pitched roofs, are common in the province of Tyrol. In Carinthia, roofs are flat or gently sloped, and stone is often used. Homes in Burgenland, on the other hand, are often built around courtyards and finished with stucco on the exterior.

Most city residents are apartment dwellers, particularly in Vienna, which has built publicly-owned housing since the 1920s. Although national records indicate that 44 percent of all Austrian housing is one- and two-family homes, only 7 percent of Viennese housing fits into this category.

In the 1950s, apartment buildings constituted most new residential construction. According to national data, 22 percent of apartment dwellings were built in the 1950s; about 16 percent of all apartment dwellings were built in the 1960s. Austria has adapted well to its smaller household size. Just over a quarter of all apartments have one room, and 34 percent have two rooms. Nationally, two-thirds of Austrian homes are privately owned. In Vienna, the government owns and maintains 20 percent of all dwellings and is responsible for much of the new apartment construction. Unlike the typical American vision of public housing, however, these publicly-owned apartments are well-kept and extremely orderly dwelling places.

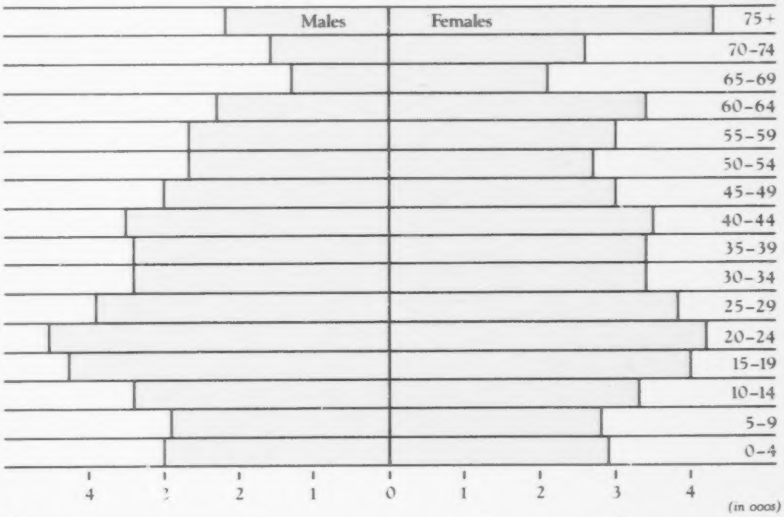
LITERACY AND EDUCATION

Young Austrians value the opportunity for quality education more highly than their West European peers; educational institutions place greater emphasis on academic subjects than sports or other extracurricular activities. Austria's educational system, rated as one of the finest in the world, has produced a literacy rate of virtually 100 percent.

Although mandatory school attendance does not begin until a child reaches the age of 6, parents who desire preschool training for their offspring can send them to kindergarten classes. All children

POPULATION OF AUSTRIA BY AGE AND SEX: 1985

(in percent)



(in 000s)

Age	*total*	*male*	*female*
All ages	7,451.4	3,559.3	3,892.1
0-4	436.9	222.5	214.4
5-9	419.8	213.3	206.5
10-14	497.5	254.0	243.6
15-19	606.0	309.4	296.6
20-24	638.5	325.3	313.2
25-29	568.9	289.1	279.8
30-34	506.5	254.7	251.7
35-39	505.1	255.4	249.7
40-44	517.7	259.8	257.9
45-49	454.0	227.1	226.9
50-54	400.0	198.0	202.0
55-59	423.3	199.1	224.2
60-64	425.3	169.9	255.4
65-69	254.3	98.8	155.5
70-74	316.3	120.5	195.8
75+	481.2	162.3	318.9

AUSTRIAN CITIES WITH POPULATIONS OVER 100,000

Vienna	1,515,666
Graz	243,405
Linz	197,962
Salzburg	138,213
Innsbruck	116,100

Source: Polks World Bank Directory, *International Edition*

are required to attend classes for a minimum of nine years—eight years of elementary school and one year of vocational or polytechnical school (arts and sciences). University preparation may follow one of three courses: four years of elementary school and nine years of high school; or eight years of elementary school, and one year of preparatory school, followed by four years of high school; or eight years of elementary school and five years of vocational school.

Postsecondary education is offered by 12 universities and 6 colleges of art. Continuing education is also available to adults by means of 345 evening educational centers, about 2,400 local adult education organizations, and 25 residential adult education centers.

Women in Austria are attending schools in greater numbers. In 1980, about 41 percent of students enrolled in higher education were women.

LABOR FORCE

Labor unions in Austria have a unique relationship with management and government authorities. The three entities have formed an unofficial coalition commonly referred to as the "Social Partnership," the purpose of which is to resolve and prevent labor conflicts and unrest.

There are 15 national unions in Austria and they represent almost 60 percent of the labor force. All unions are members of the Austrian Trade Federation which has a strong, centralized leadership. The Federation and the individual unions function independent of political party liaisons and government controls. Unions are free to organize workers and negotiate wage agreements. The right to strike is not prohibited by law although the right is seldom exercised.

Austria's labor force is well educated and well trained. It is also growing slightly. In 1981, 41 percent of Austrians, or about 3.1 million people, were economically active. According to the International Labor Organization, nearly 30 percent of Austria's workers are employed in manufacturing, 20 percent work in community, social, and personal services; 17 percent are in wholesale and retail trade and hotel and restaurant services; and 10 percent are in agriculture, hunting, forestry, and fishing. The distribution pattern is similar to that in other Western European countries, except that the percentages in agriculture and trade and hotel services are slightly higher in Austria, reflecting the heavy rural component of the country and the reliance on tourism.

Not surprisingly, given the level of employment in manufacturing and the educational emphasis on vocational training, nearly 40 percent of occupations are production-related. Only about 4 percent are professional, technical, and related workers and 20 percent are administrative and managerial workers including clerical personnel. Nine percent are in sales occupations and 17 percent are service workers. About 10 percent of workers are in agricultural, forestry, fishery, and animal husbandry occupations.

Thirty-one percent of the paid civilian labor force in Austria is female.

The average monthly earnings for a worker in manufacturing in 1984 were 17,652 shillings, or about $850 a month, or $200 a week. The usual work week in Austria is 40 hours. A recent law raised the minimum vacation time to five weeks per year for employees with 25 years or less of service. Employees with more than 25 years must be granted a minimum vacation

POPULATION CHARACTERISTICS OF AUSTRIA BY PROVINCE

	area (sq. miles)	*population 1981*	*percent change 1971–81*	*population density 1981*	*total households 1981*	*percent change 1971–1981*
Burgenland	1,531	269,771	–0.4%	177.7	86,470	10.7%
Carinthia	3,681	536,179	2.0	145.9	170,500	14.4
Lower Austria	7,402	1,427,849	12.0	194.4	508,800	9.3
Upper Austria	4,625	1,269,540	4.0	274.6	432,300	13.7
Salzburg	2,762	442,301	11.0	160.6	154,200	23.3
Styria	6,327	1,186,525	0.3	187.8	394,900	9.4
Tyrol	4,883	586,663	9.0	120.0	189,200	20.3
Vorarlberg	1,004	305,164	11.0	304.7	98,410	24.4
Vienna	161	1,531,346	–5.0	9,445.5	725,900	–1.0
Austria total	32,376	7,555,338	+2	233.39	2,767,000	9.3

Source: Wirtschafts-und-Sozial Statistiches Taschenbuch 1984, *Ästerreichischer Arbeiterkammertag, Wien 1984.*

OCCUPIED HOUSING IN AUSTRIA BY AMENITIES AND PROVINCE: MARCH 1983

(in 000s).

	dwellings	*with central heating*	*with bath*	*with toilet only*	*only water in the dwelling*
Burgenland	83	49	86	4	12
Carinthia	172	44	87	—	6
Lower Austria	485	50	81	—	12
Upper Austria	424	55	88	—	6
Salzburg	150	63	92	—	—
Styria	386	49	82	—	12
Tyrol	189	50	89	—	4
Vorarlberg	97	68	91	—	—
Vienna	696	38	76	7	15
Austria total	2,682	48	83	3	10

Source: Wirtschafts-und-Sozial Statistiches Taschenbuch 1984, *Ästerreichischer Arbeiterkammertag, Wien 1984.*

time of 6 weeks. Additionally, employees are paid for 13 statutory public holidays per year.

While unemployment did rise from a previous low of under 4 percent to 5.6 percent in 1984, there were still at least four months last year when it was under 4 percent. Austria's labor force has been less affected by recession than nearly any other country in Europe.

In order to prevent labor shortages during the 1960s and 1970s, the government imported foreign workers from Yugoslavia, West Germany, Italy, Spain, and Turkey. As unemployment rose during the 1980s, Austria slowly withdrew foreign work permits in order to provide more employment opportunities for its own residents. While there were 226,400 foreign workers in 1973, they numbered 140,200 by mid-1984.

THE ECONOMY

Austria has a well-developed, relatively stable industrial economy. The Austrian Institute for Economic Research (WIFO) predicts continued real growth as the nation recovers from the recession.

Austria weathered the economic storm better than her European neighbors, experiencing real economic growth greater than either West Germany or Switzerland. Real Gross Domestic Product (GDP) increased by 1 percent in 1982, 2.1 percent in 1983 and an estimated 2.5 percent in 1984. GDP is forecast to rise by 3 percent in 1985 in real terms. These figures compare favorably with the aggregate average real growth of 2 percent forecast for Europe in 1985. Concurrent with the rise in GDP is a decline in the inflation rate from an estimated 5 percent in 1984 to a forecasted 4 percent in 1985.

The Austrian economy is highly dependent on foreign trade. Exports outstripped imports in 1981 with an increase of 11.3 percent over the previous year. Exports continued to rise by 12.5 percent in 1982, 13.9 percent in 1983, and an estimated 8.5 percent in 1984. Although the rate of export growth is expected to decline to 7 percent in 1985, imports are forecast to increase at a lower rate of 5.5 percent, thereby producing a favorable balance of trade.

The market outlook for Austria is promising. With the assistance of Austria's ICD (Industrial Cooperation and Development Company), the Austrian government has identified the best prospects for foreign investors. In the consumer goods and services area they are: telecommunications and office equipment, software, engineering and research and development services, consumer electronics, security systems and equipment, health care, and optical instruments.

SOURCES

The U.S. government issues several publications of interest to potential investors and marketers. "Marketing in Austria" (OBR 82-08) is available from any Department of Commerce District Office or from the Superintendent of Documents, U. S. Government Printing Office, Washington, DC 20402. Single copies may be obtained through the Publications Sales Branch, Room 1617, U. S. Department of Commerce, Washington, DC 20230. "Foreign Economic Trends--Austria" (FET 84-51) can also be purchased at the above addresses at a cost of $1.75 per single issue.

ICD Austria, affiliated with the ÖIAG (the state holding company administering the nationalized enterprises) is an excellent source of information for potential foreign investors. Contact them at ICD Austria, Attn. Dkfm. Otto DRACKA, Schellinggasse 7/2, A-1010 Vienna, Austria; telephone (222) 52-93-72; telex 132 047 oeiag.

Detailed information on U. S. government services offered to ex-

INSIDE INFORMATION

BUSINESS MANNERS IN AUSTRIA

Generally, Austrians are well disposed towards U.S. business people as long as the Americans observe simple courtesies. Although there is little difference between the business practices of Americans and Austrians, a few unwritten rules exist.

The preferred method of making business appointments in Austria is through written communication or a telephone call placed well in advance of the proposed meeting. An American business person should always offer to meet prospective buyers and distributors at a location convenient to the Austrians.

Timely processing of correspondence is important to Austrians. American businesses should answer all communications immediately, including cables and telexes, even when the reply is negative.

American businesses should generate written documents in German whenever possible, including trade literature, catalogs, and instructional and maintenance materials. Although most large businesses are able to communicate in English and French as well as in German, this courtesy promotes better relationships and increases the likelihood of sales.

In many instances, small orders lead to larger, more lucrative sales. Courteous, prompt attention to the Austrian client, both before and after the sale, could easily lead to greater business opportunities and larger orders.

Austrians prefer to establish a definitive channel of communication between themselves and the companies with which they do business. American businesses should clearly define their order procedures and provide a single point of contact to answer questions and give information.

Hard-sell techniques and excessive friendliness are normally counterproductive in Austria. While Austrians are not cold or standoffish, they are members of a more formal society where respect for titles and appropriate behavior are admired. —*Linda Newcomb* porters and investors can be obtained from the Austrian Desk, Office of Country Marketing, ITA/IEP, Room 3049, U. S. Department of Commerce, Washington, DC 20230; telephone (202) 377-2897. Additional information on Austrian investment opportunities can be obtained from the Trade Opportunity Program of the U. S. Department of Commerce, Room 2014, International Trade Administration, Washington, DC 20230; telephone (202) 377-2665.

The Austrian government publishes detailed statistical information in German that may be obtained by requesting a document entitled "Statistische Nachrichten," (Statistical News), from Präsidialabteilung, Hintere Zollamtsstrasse 2b, 1030 Wien, Österreich, telephone 6628 in Vienna. •

—*Linda C. Newcomb*

Linda Newcomb is a freelance writer who has lived and worked overseas.

PUBLICATIONS

What Drives Third World City Growth? by Allen C. Kelley and Jeffrey G. Williamson, 1984, Princeton, New Jersey: Princeton University Press, 273 pp., $40.00 cloth, $14.50 paper. Order from Princeton University Press, Princeton, NJ 08450.

Since the 1950s, the Third World's cities have grown explosively. Such dramatic population increases can only be understood by using a general equilibrium model, assert the authors. Estimated with data from 40 developing countries, and tested for the period from 1960 to 1973/74, their Computable General Equilibrium Model enables the authors to assess the impact of various economic and demographic factors on Third World city growth up to 1973.

The authors' eight-sector model of a developing economy is dynamic, and thus is capable of making predictions about the patterns of growth and structural change over time. Kelley and Williamson predict, for example, that most Third World urban transition will peak before the year 2000. They discuss the impact of the OPEC-induced fuel scarcity and other events on the city growth "slowdown" that began in the late 1970s, and using alternative scenarios and policy regimes, assess those factors that are likely to be most critical to Third World city growth over the next two decades.

Earlier studies by other analysts exaggerated the effects of rural land scarcity, foreign capital inflows, and population growth on Third World urbanization, the authors say. More critical, they contend, were the imbalances of productivity advance across sectors and the terms of trade between primary products and manufactures.

This book is a technical treatment of the economic development of Third World cities, and requires a thorough knowledge of the quantitative techniques of urban and economic analysis. An extensive index and bibliography are included.

The Caribbean Basin to the Year 2000: Demographic, Economic, and Resource-Use Trends in Seventeen Countries, by Norman A. Graham and Keith L. Edwards, 1984, Boulder, Colorado: Westview Press, 166 pp., $18.50 softcover. Order from Westview Press, 5500 Central Avenue, Boulder, CO 80301.

About 52 million people live in the 17 countries in the Caribbean Basin. By 2000, there will be 77 million people living there. Population growth rates in all the countries are expected to be at least 2.5 percent, with the most pressure on El Salvador, Guatemala, Haiti, Honduras, and Nicaragua.

This compact book co-authored by an economist and the manager of international studies at The Futures Group combines economic and demographic projections from The Futures Group with an analysis of what those projections mean for trade, investment, the use of natural resources, and stability in the Caribbean Basin.

"The combination of strong population growth pressures, weak economic performance, and in many

TIPS ON TRENDS

CONFERENCES

"Broadening the Uses of Research" will be the topic for the 38th Congress of the European Society for Opinion and Marketing Research in Wiesbaden, West Germany, September 1-5.

Speakers will address such topics as microcomputer software for marketing and marketing research, qualitative research in Europe, identifying opinion leaders, General Motors' corporate communications strategy in England, reasons for new product failure, corporate strategy research, international marketing research, and adapting research to wider geographical areas.

For more information and registration forms, contact E.S.O.M.A.R., J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands; telephone (020) 64.21.41; telex 18535 ESMAR NL.

VACATIONS AND BONUSES

West German workers receive more benefits than they used to, according to an analysis published by the Institute of the German Economy in Düsseldorf. Wages negotiated for this year are an average of 3.3 percent higher than those of the previous year. Six million workers, about a third of those covered by collective bargaining, now have contracts providing for early retirement. Of every 1,000 workers, 910 now receive a Christmas bonus, compared with only 610 of 1,000 in 1974; 940 receive a vacation bonus, compared with 790 in 1974; and 580 per 1,000 are entitled to six weeks' vacation, compared with none ten years ago. These changes help make the Germans a good market for travel and tourism. •

cases, a limited and diminishing natural resource base, will increasingly constrain the governments in question from promoting increased economic development and relieving human misery," the authors say.

Political stability will also be affected. "Overcrowding in the major urban areas, unemployment, low and maldistributed income and arable land scarcity will contribute to political instability in the region. El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, and Nicaragua are the countries that appear most threatened. Increased pollution and political instability, in turn, will have a substantial impact on Caribbean Basin tourism — one of the key industries in the region," the authors conclude.

Reflections on Population, by Rafael M. Salas, 1984, New York: Pergamon Press, 237 pp., $30 hardcover. Order from Pergamon Press, Inc., Maxwell House, Fairview Park, Elmsford, NY 10523.

The executive director of the United Nations Fund for Population Activities, Rafael M. Salas, wrote this book to coincide with the 1984 International Conference on Population. It summarizes developments in demography in the last ten years and chronicles the changes in attitudes among governments about population growth.

Salas' own reports on the state of the world population for the years between 1980 and 1984 are reprinted in their entirety in the volume. A separate chapter sets out population concerns through the year 2000.

Population Distribution, Migration and Development, 1984, New York: United Nations, 505 pp. (Sales No. E.84.XIII.3). Order from United Nations, Sales Section, New York, NY 10017.

This volume contains the proceedings of a meeting held in March 1983 in Hammamet, Tunisia. The participants formed one of four expert groups commissioned by the UN's Economic and Social Council to examine critical, high-priority population issues in preparation for the 1984 International Conference on Population. An additional task of the experts' meeting was to confirm the validity of the 1974 World Population Plan of Action and to modify the Plan by adding specific statements about the problems of population distribution and migration.

For Part One of the volume, six experts prepared papers on the main items of the agenda: conceptual approaches to internal and international migration; migration and rural development; migration, urbanization and development in developing countries; migration, urbanization and development in developed countries; population distribution policies; and international migration, including a consideration of regular and irregular migration, the "brain drain", and refugees. A concluding chapter gives the experts' recommendations for actions on population distribution and internal migration, international migration, and the promotion of knowledge and policies.

Part Two, containing the background papers for the meeting, opens with an overview highlighting the issues in population distribution, migration and development and reviews recent developments in population redistribution. Chapter II deals with population distribution and internal migration, Chapter III with international migration, and Chapter IV with technical cooperation and assistance.

A useful contribution to the 1984 International Conference on Population, this book is also a valuable resource for those who are researching or making policies involving population distribution and migration.

Sub-Saharan Africa: Population Pressures on Development, by Thomas Goliber, 1985, Washington, D.C.: Population Reference Bureau, 1985, 46 pp., $4.00 plus $1.00 for postage and handling. Order from Population Reference Bureau, 2213 M Street N.W., Washington, DC 20037.

The population of sub-Saharan Africa's 42 nations, estimated by the United Nations at 434 million as of mid-1984, is likely to more than triple to 1.4 billion in the next 40 years. Annual growth is now about 3.1 percent—up from 2.5 percent in the 1960s—and rising. Birth rates are collectively the world's highest at an average of 48 per 1,000 population and show no signs of falling, while death rates

TIPS ON TRADE

A DIRECTORY FOR BUSINESS-TO-BUSINESS

A two-volume directory of multiclient studies on industrial markets in Europe and the Middle and Far East has been compiled by Industrial Aids Limited in London.

Each volume follows the same format. Part I lists market reports available for purchase. The European volume lists 2,000 reports, while the Middle and Far East volume lists 700. The reports cover industrial products (those sold by one company to another, consumer goods where these form markets for industrial products, and financial and economic studies relevant to industrial markets). Each listing includes the title, the name and address of the organization producing the report, the language in which it is available, the number of pages, and the cost.

Part II of each volume covers a range of information from six sources: international and national statistics, governmental and nongovernmental organizations, the press, banks, companies, and libraries and similar centers.

There are market study entries on such subjects as food and drink; chemicals; machinery and equipment; pharmaceutical, medical, veterinary, and dental products; furniture and fittings; and printing, graphics, and ink.

The volumes are available for £35 each (which includes postage) from IAL-Industrial Aids Limited, 14 Buckingham Palace Road, London SW1W 0OP, England; telephone 01-828-5036; telex 918666 CRECON G. •

average 17 per 1,000 and are continuing to drop.

This population growth is a key factor in the food crisis that has the world's attention riveted on Africa, says Thomas Goliber. It is also braking the region's efforts to catch up with the demand for jobs, education, and health services, and to cope with exploding cities.

Goliber, an expert in Sub-Saharan African population trends, adds a hopeful note—that the climate for policies to reduce population growth as an aid to development is changing "perceptibly."

Though triggered by drought, Africa's food crisis has been brewing for two decades, Goliber observes. Per capita food production has declined since the 1960s, because of a combination of rapid population growth, land degradation, political upheavals, and government policies that gave short shrift to farmers. This in turn has contributed to a decline in per capita income in the 1980s, although the regional per capita GNP in 1983—$595—was still more than double the $260 regional average for Bangladesh, India, Nepal, Pakistan, and Sri Lanka, according to World Bank estimates.

Goliber believes the economic slowdown will slow the gains in school enrollment and life expectancy that African nations have registered since independence in the early 1960s, despite rapid population growth. Potentially the region's most explosive issue, Goliber argues, is the growing gap between the number of primary school graduates and the number of jobs available in the modern sector which such graduates came to expect during the colonial era.

Peoples of the Golden Triangle: Six Tribes in Thailand, by Paul and Elaine Lewis, 1984, London: Thames and Hudson, 297 pp., $29.95 hardcover. Order from Thames and Hudson, Inc., 500 Fifth Avenue, New York, NY 10110.

Once in a while a book comes along that is beautiful as well as useful. Paul and Elaine Lewis' book, with 712 illustrations in color, is one of those.

The cultures of six tribes — Karen, Hmong, Mien, Lahu, Akha, and Lisu — are described and illustrated in detail. Subjects covered for each tribe include clothing, ornaments, villages, village leaders, houses and households, courtship and marriage, birth, death, religion, sickness and treatment. A concluding chapter describes the changes that are taking place in the lives of these people as their villages modernize.

> ***"ACCORDING TO KAREN TRADITION, WOMEN NOT RELATED TO THE WIFE OF A HOUSEHOLD MUST NOT LIVE THERE BECAUSE THEIR PRESENCE MIGHT CAUSE A CONFLICT OF SPIRITS."***

The largest of the six tribes is the Karen, with about 246,000 people in mid-1983.

For example, most households in the Karen tribe are made up of a husband, wife, and their unmarried children. According to the Lewises this is "unlike other tribal households which usually have three generations."

According to Karen tradition, women not related to the wife of a household must not live there because their presence might cause a conflict of the spirits. Karen men do not take second wives and widowers do not remarry unless their children are grown and living away from home.

Signs of change are everywhere for the tribes of Thailand, the Lewises say. "Amidst this, however, there are signs of hope: some tribal children are getting an education; some tribal farmers are making irrigated rice fields; some families are accepting family planning help; some opium addicts are detoxifying; and some Government officials are helping the tribal people get needed citizenship papers."

Report on the Demographic Situation in Canada, 1983, by Jean Dumas, 1984, Ottawa: Statistics Canada, 123 pp., $8.85 in Canada, $10.60 elsewhere. Order no. 91-209E from Publications Sales and Services, Statistics Canada, Ottawa, K1A 0T6.

Like most industrialized countries, Canada has a slower population growth rate than the world as a whole. Still, its rate ranks among the highest in the Western hemisphere. Since the last census, rural population growth in Eastern Canada has exceeded urban growth, but population growth as a whole is still strongest in Western Canada. At one time, Alberta was drawing Canadians from every other province, including Ontario. But following the 1982 slowdown in the Alberta oil industry, that internal migration trend has begun to reverse itself, and the Atlantic provinces and Ontario are once again recording net migration gains.

Canada's population continues to age mainly as a result of the decline in fertility. As the number of marriages ending in divorce continues to rise, and the number of first marriages continues to decline, Canada's married population is dwindling. Life expectancy at birth has been increasing, largely due to a decrease in deaths from cardiovascular diseases.

These are just a few of the recent demographic trends that are discussed in this report from Statistics Canada, the first of the Current Demographic Analysis Series. Beginning with the demographic characteristics of the country as a whole, the volume continues on to profile Canada's urban and rural populations, its metropolitan areas, and the population of its provinces and territories. Other major sections in the book examine the changing age structure of the population, the internal and international migration pictures, the marriage and divorce scene, the declining fertility of women of all marital statuses, and the trends in mortality and life expectancy.

Each demographic development is put in a historical context ranging from 5 to 50 years before 1983. Replete with readable tables and charts, the report includes an easily understood glossary and makes use of light brown ink to highlight the most significant data. If you do business in Canada, you will want to order this clear and concise summary of that country's current demographic situation.

The Anomaly of the Fertility Decline in India's Kerala State: A Field Investigation, by K. C. Zachariah, 1984, Washington D.C.: The World Bank, 197 pp. Order World Bank Staff Working Paper no. 700 from Publications Sales Unit, Department T, The World Bank, 1818 H Street, N.W., Washington, DC 20433.

During the ten years between 1968 and 1978 fertility in the Indian state of Kerala declined by more than 35 percent, despite the fact that the population of Kerala is very poor, with a per capita income less than $200. This report investigates why fertility declined so drastically under such unfavorable circumstances. According to the author, about 30 percent of the drop in fertility occurred because the age at marriage has increased, while about 70 percent is due to a decline in marital fertility. These demographic changes began with an improvement in health and education, but gathered momentum with the introduction of an official family planning program, as well as land reforms, wage reforms, and other redistributive policies of the state and national governments.

While the data of this case study are limited to the state of Kerala, Zachariah's analysis contains implications for policymaking in all of India, as well as in other developing nations of the world.

The Contemporary Soviet City, edited by Henry W. Morton and Robert C. Stuart, 1984, Armonk, New York: M. E. Sharpe, Inc., 262 pp., $30.00 hardcover, $14.95 paperback. Order from M. E. Sharpe, Inc., 80 Business Park Drive, Armonk, NY 10504.

The USSR has more big cities with more concentrated populations than any other large country. In what had been an overwhelmingly rural country, cities grew at a very rapid pace, often stimulated by government policy. Today, virtually all of the Soviet Union's economic, social, cultural, intellectual, and political life is centered in its urban areas, particularly in its few megalopolises. The majority of Soviet citizens live in cities and towns, in multifamily dwellings. In contrast, the majority of Americans live in suburbs, primarily in free-standing single-family homes.

This carefully integrated set of 11 essays provides insights into the contemporary Soviet urban experience. Part I gives an overview of the Soviet city and its sources of growth, while Part II surveys some negative aspects of urban areas in the USSR, describing the financing of Soviet cities, the reasons for the labor shortage, the crisis in the urban family, and the problem of crime. In Part III, the quality of urban services is discussed in four chapters on health, education, transportation, retail trade, and personal services. A concluding chapter examines the nature of citizens' contacts with government officials in Soviet cities.

With backgrounds in sociology, political science, urban planning, and economics, the volume's contributors have analyzed the contemporary Soviet city from the perspectives of their particular specialties. They based their analyses primarily on Soviet sources and visited the USSR to interview people and make on-the-spot observations of urban conditions. ●

WHEN OUR READERS SPEAK, WE LISTEN

Dear Readers,

Earlier this year, we asked you to tell us how we are doing. About 25 percent of you responded, and some of you used words that give an editor warm and fuzzy feelings—things like "Superb," and "Great publication."

But you also shared with us some ideas for improvements and additional information that would be helpful to you. Since our aim has always been to be useful, we will make many of those changes in the coming year.

For example, you asked for income distribution and consumer expenditure data, worldwide consumer trend data, more health-related data, information on global direct marketing trends, retail spending trends, and data on discretionary income. We have access to some of this information and we will make a diligent search for sources for the rest of it.

You also suggested that we capsulize data so that you don't have to search through text to find it and that we provide more information about markets that is available from within a country. We will reformat the country profiles slightly and ask our profile writers to make an extra effort on in-country sources.

In addition, you asked for more of our impressions and comments on the implications of consumer trends within a region. We have asked our world-wide correspondents to provide us with more on-the-scene commentary that you may find useful. While we don't expect you to give away company secrets, we invite readers to share their insights into consumer trends in countries where they work. If you send us those insights, we will be glad to pass them along.

More than half our respondents never use our international research referral service. One person, however, said the research service is more important than the publication. Allow us once again to invite readers to call with questions. We can't always find the answers directly, but we usually can provide the names and telephone numbers of other resources who can. Sometimes we can tell you that the data you need aren't available anywhere.

In any case, feel free to call (607) 273-6343 between 9 a.m. and 5 p.m. eastern time and ask for Doris Walsh, Thomas Exter, or Diane Haggblom. ●

Doris Walsh
Editor

REGIONS

AFRICA

SEYCHELLES

Seychelles, an archipelago in the Indian Ocean about 1,000 miles off the eastern coast of Africa, consists of about 116 islands, but it is the second smallest country in Africa. Its total area is 171 square miles.

Seychelles entertains almost as many tourists as it has residents. Based on a 1977 census, the Seychelles statistical office projects a 1985 population of 65,092 people. In 1983, 55,867 people visited Seychelles.

The population is growing less than 1 percent annually. Outmigration contributes significantly to the slow growth of the islands' population.

In 1983, 85 percent of visitors were on holiday and 68 percent came from Europe. West Germany, France, Switzerland, and Italy were the most important markets for Seychelles tourism. More than 5,000 tourists arrived in each of the months of January, February, July, October, and December.

The Statistics Division of the Seychelles government produces both weekly and monthly summaries of tourism data, monthly reports on retail prices, quarterly figures on external trade and production, and semiannual reports on population and vital statistics, and on employment and earnings.

Subscriptions range from R.1.50 to R.5.00 (rupees) plus airmail postage and can be ordered from Statistics Division, P.O. Box 206, Victoria, Mahe, Republic of Seychelles. The data in this report are from the Statistical Abstract, 1983, published in June 1984. It costs R.60.00 and is also available from the above address.

ASIA

HONG KONG

Population projections for Hong Kong have been revised and updated by the Census and Statistics Department which recently issued a revised edition of *Hong Kong Population—A 20-Year Projection*. The new projections incorporate revised migration assumptions and are based on mid-1983 statistics to take into account the actual number of births, deaths, and migrants since 1981. The standard method of population projection by components was used. According to the updated projections, Hong Kong's population will increase from 5.3 million in mid-1983 to 5.9 million in mid-1991 and 6.4 million in mid-2001.

JAPAN

Japanese 20-year-olds celebrated their coming-of-age at ceremonies held throughout the country on January 15. According to the Japanese Management and Coordination Agency, 1.7 million people turned 20 in the period between 16 January 1984 and 15 January 1985, an increase of about 70,000 over the previous year. The number of 20-year-olds hit a peak of about 2.4 million a year in 1969 and 1970, when those born during the first baby boom came of age. Thereafter, the number of those turning 20 each year continually fell, reaching 1.52 million in 1978. Today's 20-year-olds represent 1.4 percent of Japan's total population, the same percentage as in 1984.

CHINA

As more foreign manufacturers move into China, the expatriate market will become important there. Companies will increasingly want information on living costs to help them establish appropriate reimbursement guidelines for their employees who live in Beijing, Shanghai, and Guangzhou.

At least this is what Runzheimer International expects to happen. The international management consultants based in Rochester, Wisconsin have established a research network in the People's Republic to monitor current living conditions and record changes.

The most recent *Runzheimer International Letter* says that the typical expatriate living in Beijing is 35 years old, works in middle management for a multinational firm in manufacturing or services, earns an income equivalent to $50,000 a year, works and may be single or married, but is usually in Beijing without his family. According to Runzheimer, all foreign residents in Beijing must live in one of three districts: San Li Tun, Jian Guo Men Wai, or Qi Jia Yuan, unless special permission is obtained from the government. Most expatriates live in hotels.

Runzheimer will be collecting PRC data on multinationals with expatriates on an on-going basis. For more information, or to obtain a copy of the free newsletter, write Living Cost Division, Runzheimer International, Runzheimer Park, Rochester, WI 53167 or telephone (414) 534-3121.

INDONESIA

Patterns of food consumption and other household expenditures in Indonesia are discussed in a recently-released working paper from the staff of The World Bank. The report is an analysis of a 1978 National Socioeconomic Survey. While the main intent of the paper is to identify population groups with nutrient deficiencies, it provides a valuable guide to the way people spend their money.

In 1978, households nationwide spent 68 percent of their budget on food, 12 percent on housing and fuel, 5 percent on clothing and footwear, nearly 5 percent on tobacco and alcohol, 4 percent on goods and services, 3 percent on parties and ceremonies, 2 percent on durable goods, and about 1 percent each on schooling, health, and taxes and insurance.

The table shows differences in expenditure by region.

SOUTH KOREA

A census in Seoul last October counted 9.5 million people, or 23 percent of the total population of South Korea. While Seoul's population increased by 3.2 percent between 1983 and 1984, the national population grew by only 1.6 percent. The population is expected to reach 10 million this year, according to a report in *Asia Research Bulletin.*

Seoul's population density is the sixth highest in the world. The city continues to attract migrants. About two-thirds of those who moved to Seoul were hoping for better jobs and about one-seventh were students who wanted better educational opportunities.

Seoul's population is aging slightly, according to the report. The population aged 60 and over grew from 3.7 percent in 1975 to 4.7 percent last year, while the population under age 13 declined from 31 percent to 27 percent.

DISTRIBUTION OF MAJOR HOUSEHOLD EXPENDITURES IN INDONESIA AND REGIONS: 1978

(in percent)

	food	*alcohol & tobacco*	*housing & fuel*	*clothing & footwear*	*goods & services*	*school*	*health*	*durable goods*	*taxes & insurance*	*parties & ceremonies*	*total expenditures*
Indonesia total	68%	5%	12%	5%	4%	1%	1%	2%	1%	3%	100%
DKI Jakarta	51	5	22	5	13	3	2	2	1	1	100
West Java	71	4	13	5	4	1	1	2	1	1	100
Central Java	66	4	13	5	5	1	1	2	2	4	100
DI Yogyakarta	59	4	13	7	9	3	2	3	1	5	100
East Java	65	5	14	5	4	1	1	2	1	5	100
Sumatra	70	6	10	6	4	1	1	2	1	1	100
Bali & Nusatenggara	73	4	10	5	3	1	1	1	1	3	100
Kalimantan	73	6	10	5	3	1	1	2	1	1	100
Sulawesi	73	4	9	6	3	1	1	2	2	1	100
Maluku & Irian Java	67	5	12	7	6	2	1	2	1	1	100

* *Sum of percents may not equal 100 due to rounding*

Source: *SUSENAS 1978 data tapes, Biro Pusat Statistik, Jakarta as tabulated in "Patterns of Food Consumption and Nutrition in Indonesia,"* World Bank Working Papers, *No. 670, 1984*

EUROPE

EUROPE

In most countries, it is possible to find out the average hourly wage paid to a worker, but much more difficult to determine how much disposable income the worker has.

The Organization for Economic Cooperation and Development provides economic analysis for its 24 member countries. An article in the March 1985 *OECD Observer* compared the tax burden of typical manufacturing workers in those countries. The comparisons show the percentage of gross earnings after taxes and social security contributions that are take-home pay for a person working in manufacturing who is the sole earner in a household containing two children. As the proportion of women working rises in Europe, it would be useful to see the same information for two-earner households at some future date.

Japan has the highest proportion of take-home pay after taxes. A typical Japanese worker takes home 92 percent of his gross earnings after taxes. The United States is on a par with New Zealand and Austria when it comes to the tax burden of the average manufacturing worker. Northern European countries—Sweden, Germany, Finland, Denmark, the United Kingdom, and the Netherlands—have the highest tax burdens.

But are wages the family's entire income? Not in the case of West Germany, for example. The Berlin-based Institute for Economic Research reported in April that wage and salary checks, together with self-employment income, make up only about 65 percent of disposable household income. Gross 1983 wages and salaries amounted to DM 742.3 billion, but disposable income totaled more than 1 trillion marks, the Institute said. Making up the DM 326.7 billion difference are in-

TAKE-HOME PAY AS PERCENT OF GROSS EARNINGS: 1983

(manufacturing worker, sole earner, two children)

Denmark	61.4%
Netherlands	62.0
Sweden	66.6
Germany	72.8
United Kingdom	72.9
Finland	73.6
Norway	75.2
Belgium	76.7
Ireland	77.5
United States	78.1
New Zealand	78.3
Austria	78.3
Italy	80.1
Portugal	83.0
Australia	83.3
Switzerland	83.8
Luxembourg	85.1
France	85.3
Spain	86.0
Greece	86.7
Canada	87.6
Japan	92.0

Source: The OECD Observer, March 1985, No. 133

come from interest, dividends, investments, and services; private transfers between households (child support, alimony, aid to parents), claims paid by insurance companies, social security, scholarships, unemployment compensation, relief payments, and other government disbursements, many of which are reflected in the relatively high rates of taxation in that country.

The list on page 11 ranks the countries by tax burden from those with the most to those with the least.

ROMANIA

Romania is one of the few countries urging its citizens to have more children. The population of Romania is now 22.8 million. Romania's aim is to have 25 million people by 1990 and 30 million by the end of the century. According to a report in the UNFPA Newsletter, *Population*, the Romanian government has banned contraceptives and abortions, and has introduced a variety of incentives to encourage marriage and childbearing.

WEST GERMANY

The number of cohabiting couples in West Germany quadrupled between 1972 and 1982, according to a study by the Emnid Institute for the Bonn Ministry of Family, Youth and Health. There are now about 1 million cohabiting couples in the country. The percentage of unmarried couples among older age groups has declined, the Institute reported, while many of today's younger pairs without children view cohabitation as a preliminary step to marriage. Only 8 percent of the cohabiting couples said they were against marriage, whereas one-third wanted to marry eventually. The desire for children was cited as the most important reason for formalizing the relationship.

ASIA PACIFIC

NEW ZEALAND

New Zealand has completed testing its census questions for 1986. The census is proposed for March next year. Questions on age, marital status, living arrangements, ethnic group, income, dwelling type, and unpaid household work were tested.

AUSTRALIA

The 1985 Catalog of Publications is now available from the Australian Bureau of Statistics. The catalog contains a subject index which leads to such useable data as the characteristics of people who use different kinds of health services, the ownership of bicycles, the production of apple juice, as well as a complete guide to published demographic data. The catalog (No. 1101.0) is available from Australian Bureau of Statistics, P.O. Box 10, Belconnen A.C.T. 2616, Australia; telephone 062-52-6627.

MIDDLE EAST

UNITED ARAB EMIRATES

In 1984 in UAE there were 25,533 births to expatriates and 18,462 births to nationals, for a total of 43,995 births registered during the year, according to a report from the Preventive Medicine Department at the Health Ministry in Dubai. •

COMING UP

Botswana is a poor country, but one of the best-organized in Africa. Its leaders have made a commitment to provide education and health care to all by the year 2000.

U.S. firms are using focus groups in foreign countries, not to supplement research but to replace primary research. Is it a good idea. An international market researcher gives *International Demographics* her comments on focus group research abroad. •

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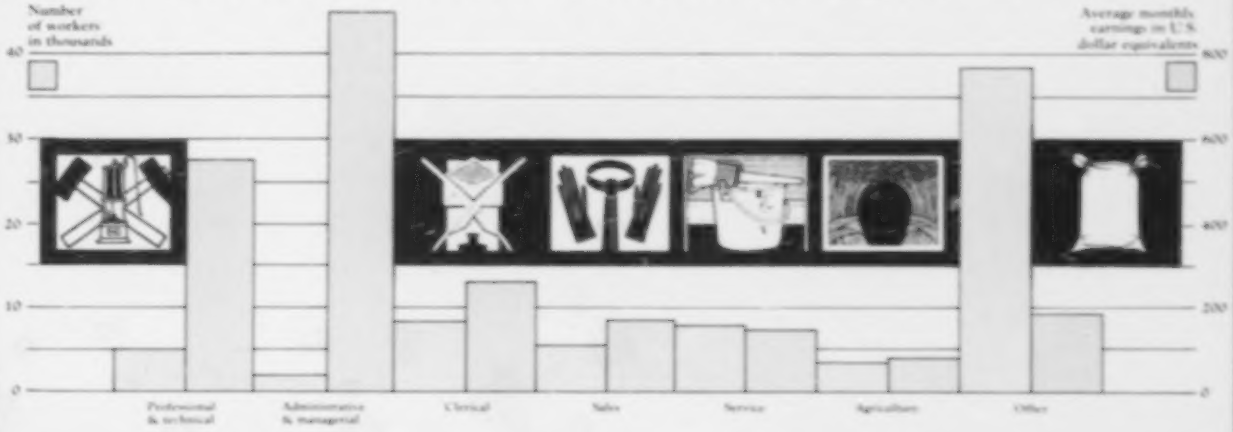
AVERAGE MONTHLY EARNINGS BY OCCUPATIONAL GROUP IN BOTSWANA: 1983



COUNTRY PROFILE

REPUBLIC OF BOTSWANA

Botswana takes pride in its democracy, political stability, and peace. It maintains only a token voluntary defense force and since independence in 1966, has emphasized friendly international relations through cooperative organizations such as the United Nations.

Botswana's neighbors are the Republic of South Africa on the south and southeast, Namibia on the west, and Zimbabwe and Zambia on the northeast. It is a semiarid country of 582,000 square kilometers, about the size of Kenya — slightly larger than France, but smaller than Texas. Its population density is only 2 people per square kilometer, compared with a density of 16 people per square kilometer in Africa as a whole. While Botswana's overall population density is low, 87 percent of its people live in the catchment area of the Limpopo River in the eastern part of the country. The Kalahari Desert covers most of the rest of the nation.

Botswana is one of the fastest-growing African nations. Between 1971 and 1981, more than 340,000 persons — 58 percent — were added to Botswana's population. The population of the entire continent grew an estimated 32 percent during the 1970s. Botswana's 1984 birth rate was estimated to be 50 per 1,000 population, only slightly lower than Kenya's 55 per 1,000 — the highest in the world. Botswana's total fertility rate is 6.6, compared with Kenya's 8. The average annual population growth rate in Botswana has increased to 3.6 percent as a result of rising birth rates and declining death rates, meaning that the population will double in 23 years. The government has no official population policy to control this rapid growth.

ETHNICITY

The Tswanas, who migrated into Botswana from South Africa, make up more than half the population. This group embraces several large tribes including the Bangwato, Bangwaketse, Bakgatla, Bakwena, Barolong, Bamalete, and Bahurutshe. The Tswanas are a pastoral people who support themselves by raising

continued

INSIDE

Focus groups in the U.K. and Italy are a different breed than U.S. marketers may be used to 8
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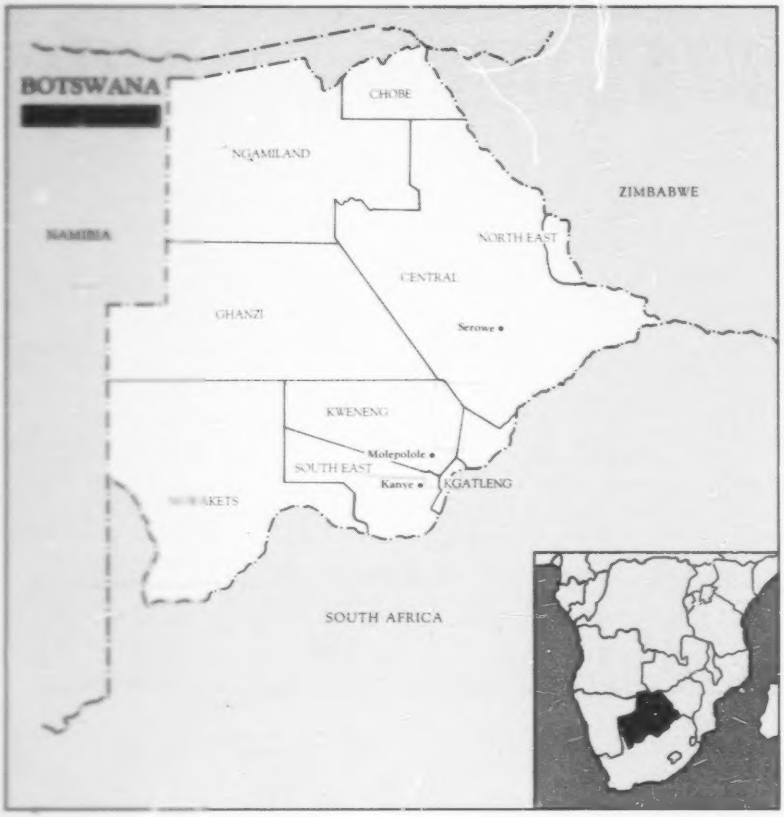
THIS MONTH: BOTSWANA



cattle. They live in fairly large villages, with lands owned by tribes rather than individuals. Royal families of the different groups have intermarried and all groups practice male primogeniture. The first president of the Republic of Botswana, Sir Serestse Khama, was a Mongwato, from the largest tribe, Bangwato. The first vice president and current president, Dr. Q.K.J. Masire, is a Mongwaketse from the second largest group, Bangwaketse.

Other important tribes include the Kalanga, who came to Botswana from Zimbabwe and settled around Francistown; the Herero, who entered Botswana from the northwest; and the Basarwa (Bushmen) who inhabit the Kalahari Desert.

An effort has been made to unify the various tribes politically while at the same time maintaining ethnic and cultural diversity. The tswana word — "Kagisano" — let us all live and cooperate together -- is now the national motto.

Ninety-eight percent of the country's residents are citizens. There are fewer than 16,000 noncitizens, primarily from the Republic of South Africa, the United Kingdom, and Zimbabwe.

REGIONS AND CITIES

In 1981, the country was divided into 21 census districts, 6 of them urban and 15 rural. A population center must have 5,000 or more residents and at least 75 percent of its labor force engaged in nonagricultural work to qualify as urban. Most places of 5,000 or more people fail to qualify because of the share of people engaged in farming. These villages are called "agrotowns."

The six urban districts had a combined 1981 population of about 150,000 — 16 percent of the total population. All except two small mining centers are in eastern Botswana.

Gaborone, the national capital, is the largest city, with nearly 60,000 people. Prior to independence it was a small village, but now serves as the national administrative and government center. Francistown, the second largest city, is the old commercial center. Before independence, it was the largest city and expected to grow rapidly after extensive mineral deposits were discovered. However, difficulties in extracting the deposits and persistent low prices have postponed development.

Selebi-Phikwe, a copper-nickel mining center east of the north-south Zimbabwe railway line, is the third largest city. Lobatse, the seat of the Botswana high court, is the fourth largest city. Lobatse is also the center of the government abattoir that is one of the largest meat processing operations in Africa, exporting 20,000 to 30,000 tons of beef annually. Lobatse also serves as the national livestock market for cattle, goat, and sheep farmers.

Each of two small diamond mining cities, both located in the Kalahari Desert, have slightly more than 5,000 people each. Mining operations began in Orapa in 1971 and in Jwaneng in 1982. Another diamond mining center with over 5,000 people (Letlhakane) is still a village by virtue of its residents' heavy dependence on agricultural employment.

Several traditional tribal villages are agrotowns with populations of nearly 25,000. Serowe, Kanye, and Molepolole serve as important trade and service centers for their areas.

Eighty-four percent of Botswana's population is rural, and over half of the country's entire population lives in households headed by traditional subsistence farmers. Farm families live mainly in villages and move temporarily each year to their outlying lands and cattle posts to carry

INTERNATIONAL DEMOGRAPHICS

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on agricultural work and cattle raising. Agriculture is dominated by livestock raising. Nearly 3 million cattle and 800,000 goats graze on the savannah-type vegetation which covers 60 percent of the land area. Traditional agriculture is practiced on 82,000 of the 82,360 farms, where the main crop is sorghum. Only 1.3 percent of the total land area is suitable for cultivation, with about 2,000 square kilometers planted each year. Because of severe weather conditions, crop production is limited.

AGE DISTRIBUTION

Botswana's age-sex population pyramid is typical of developing countries. The base of the pyramid is wide and becomes progressively smaller with each successively older five-year age group. But in Botswana, the pyramid also reflects a deficit of men in the young working ages because of migration to the gold mines in the Republic of South Africa.

Vital statistics in Botswana are unreliable. The civil registration law requires that births and deaths be reported in only four cities and seven villages that represent only 28 percent of the total population. In the rest of the country, registration is voluntary. The only reliable figures available are from the 1971 and 1981 censuses, which asked questions about births and deaths that occurred in the previous year.

The population is growing naturally with little immigration. On the other hand, Botswanans do travel and work outside their country. In 1981, about 42,000 were abroad. Of these, 22,000 were employed in South African gold mines on contracts. The rest were abroad for other employment, for study, business, or on visits.

URBAN HOUSING

The 1981 census identified just over 170,000 housing units with an average of 5.5 people per dwelling unit. Urban areas, with 16 percent of the population in 1981, had 20 percent of the units. Even though nearly all urban homes are equipped with piped water, only a third have flush toilets, and only 27 percent use electricity or gas for lighting and cooking.

There are pressing housing shortages as a result of rapid population growth and household formation, especially in the cities and large villages. Both the national government and town councils have initiated programs to alleviate housing demand, but construction lags behind demand. Gaborone alone has a waiting list of nearly 13,000 applicants.

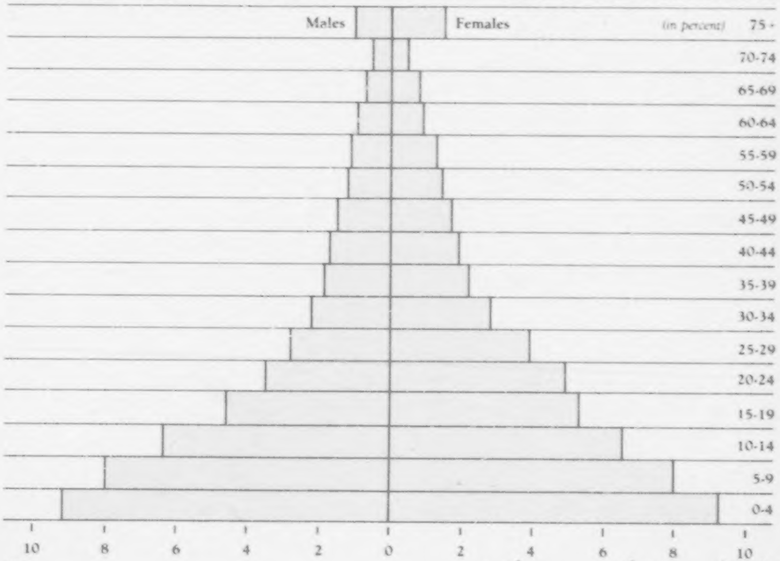
LITERACY AND EDUCATION

While English is the official language, Setswana is the national language. Everyone able to read a simple sentence in English and Setswana is considered literate. The 1964 census was the last to ask a question on literacy and it was estimated then that only 35 percent of all persons aged ten and older were literate.

Educational levels are still comparatively low. Estimates place the number of illiterates today at more than 200,000 with about 28,000 of them enrolled in a National Literacy Program. There are no compulsory school attendance laws. The 1981 census found that over 40 percent of people aged five and over had never been in school. Among women of childbearing age, about one-third had never attended school. Approximately 85 percent of all children are born to mothers who did not complete the primary grades.

Of all citizens aged five and over who had left school in 1981, only 27 percent had finished primary, 8 percent had a junior certificate, 3 percent had finished the Cambridge program of study, and about 1 percent had some university study.

POPULATION OF BOTSWANA BY AGE AND SEX: 1981



age	*total*	*males*	*females*
All Ages	941,027	443,104	497,923
0-4	173,835	86,926	86,909
5-9	150,410	75,041	75,369
10-14	120,897	59,294	61,603
15-19	93,359	43,400	49,959
20-24	79,148	32,971	46,177
25-29	63,183	26,762	36,421
30-34	46,594	20,530	26,064
35-39	37,810	16,994	20,816
40-44	34,017	15,755	18,262
45-49	29,502	13,710	15,792
50-54	24,453	11,538	12,915
55-59	22,131	10,191	11,940
60-64	17,288	8,561	8,727
65-69	14,529	6,836	7,693
70-74	9,582	4,532	5,050
75+	24,289	10,063	14,226

BOTSWANA'S URBAN AND RURAL POPULATION: 1971 AND 1981

census districts	*1971*	*1981*	*percent change*
Urban Towns			
Gaborone	17,713	59,657	+237
Francistown	18,613	31,065	+67
Lobatse	11,936	19,034	+59
Selebi-Phikwe	4,940	29,469	+497
Orapa	1,209	5,229	+332
Jwaneng	—	5,567	—
Urban Total	54,416	150,021	+176
Rural Towns			
Ngwaketse	70,558	104,182	+48
Barolong	10,973	15,471	+41
South East	20,090	30,649	+53
Kweneng	65,251	117,127	+80
Kgatleng	31,150	44,461	+43
Central	216,058	323,328	+50
North East	25,806	36,636	+42
Ngamiland	47,723	68,063	+43
Chobe	5,097	7,934	+56
Ghanzi	11,835	19,096	+61
Kgalagadi	15,137	24,059	+59
Rural Total	519,678	791,006	+52
Grand Total	574,094	941,027	+64

Source: Statistical Bulletin, 1984, *Vol. 9, No. 3, Central Statistics Office, Gaborone.*

Thus, only 12 percent had gone beyond primary school and some 60 percent had not completed primary school.

The Botswana educational system is based on the British tradition. There are 518 primary schools with nearly 210,000 pupils in grades 1 to 7, 56 secondary schools with slightly over 27,000 students studying for five years (three for the junior certificate and two for the Cambridge level), and the University of Botswana in Gaborone with more than 1,200 students.

The Ministry of Education also maintains four Teacher Training Colleges for primary level teachers with a current enrollment of 1,000, a Polytechnic trade school with 500 students, an Auto Trades Training School with 120 students, and 14 Brigade Centers that provide intermediate level trade and vocational instruction to 700 students. Primary education is free in Botswana and nearly all university students receive government scholarships but are bonded for a limited period to work in some phase of government employment.

Despite the low school enrollment figures, the educational situation in Botswana is improving. Half of youth aged 5 to 19 are now in school, compared with only a third ten years ago. Also, even though fewer than 10 percent are secondary school students, the percentage in secondary school doubled during the 1970s. The primary educational goal of the Botswana government in the 1980s is an expansion of secondary education. Plans are to double the number of secondary schools by 1991, redesign the secondary curriculum, and add new classrooms and teachers. School textbooks, supplies, and building materials are good possibilities for export, especially if countertrade is available.

LABOR FORCE AND INCOME

In 1983, the economically active population was defined as all persons aged 12 and over who, during the month preceding the census, were working regularly for cash, working in family lands or cattle posts, or actively looking for work or doing periodic piece jobs. Those actively seeking work or doing periodic jobs were counted as unemployed.

In 1983, about 4.5 percent of workers were engaged in agriculture. Mining, manufacturing, and construction together accounted for 26 percent of the labor force; trade and finance for 21 percent; and transportation, utilities, and communications, nearly 6 percent. Five percent of the workers were in community and social services. Botswana has a sizable bureaucracy. Thirty percent of the formal sector employees were working in central government and 7 percent in local government. Thus over a third of the total labor force were government workers.

Population projections indicate that the working-age population (aged 15 to 64) will double between now and the end of the century. Moreover, this will be the most rapidly increasing of all age groups. It should not be surprising if the government places a high priority on recruiting private firms that will create jobs for natives to do business in Botswana.

The Botswana census does not collect data on personal income, but the employment survey does collect income data by sector and occupation. The table compares income data for citizens and noncitizens.

Differences in population estimates and other factors account for the disparities in relative changes in the two sets of income estimates, but both indicate a rapid increase.

Even though Botswana's average income is low, it is much higher than that in many African countries. In constant 1970 U.S. dollars, Kenya's 1982 per capita income was only $159 compared with Botswana's $392. Fourteen countries had 1982 per capita incomes of less than $100, with Comoros and Chad being lowest, with per capita incomes of only $60.

After mining and agriculture (principally livestock), tourism is considered the third largest producer of income. In 1983, an estimated 350,000 tourists spent over $36 million in Botswana, with over half of the vacationers coming from the Republic of South Africa. Most tourists want to see the wilderness and various types of wildlife, especially the big game in the national parks and game reserves. Nearly 20 percent of

Botswana's land area has been set aside in parks and reserves.

TRANSPORTATION AND COMMUNICATION

Botswana had 13,500 kilometers of roads at the end of 1984, including 5,500 kilometers of district roads maintained by local governments and 8,000 kilometers of public roads maintained by the central government. Approximately 23 percent of all national roads were paved with bituminous material, and these are nearly all in the eastern part of the country where the bulk of the population lives. For example, it is possible to drive on pavement in the eastern side of Botswana from the Bophuthatswana homelands northward through Lobatse, Gaborone, Francistown, and on to Kasane near the Zambia border. But pavement in the other areas, particularly in the vast stretches of the Kalahari Desert, is almost nonexistent. Over three-quarters of road surfaces are unpaved, with 16 percent being gravel and over 60 percent sand or earth.

There were an estimated 47,000 licensed vehicles in Botswana in 1984. Approximately 43,000 were privately owned and most of the other 4,000 were government vehicles. Sixteen years ago in 1969, Botswana had fewer than 26,000 licensed vehicles.

The National Railways of Zimbabwe line, completed by the British South Africa Company in 1897, runs north and south through Lobatse, Gaborone, and Francistown in the western part of the country, entering southern Botswana from Mafikeng in the Bophuthatswana homelands then running to Zimbabwe in the north and continuing to Bulawayo. The railway line closely parallels the paved north-south highway.

Air Botswana, the country's national airline, flies to Johannesburg, Lusaka, and Harare. There are airports in Francistown and Selebi-Phikwe, as well as small ones in Lobatse, Maun, Kasane, and Ghanzi. The new Sereste Khama international airport which opened at Gaborone in 1984 will facilitate jet service to major cities, particularly Johannesburg, South Africa and Harare, Zimbabwe.

AVERAGE MONTHLY EARNINGS OF FORMAL SECTOR EMPLOYEES BY CITIZENSHIP AND INDUSTRY: AUGUST 1983

(in U.S. dollar equivalents)

			average monthly earnings	
industry	*citizens*	*noncitizens*	*citizen*	*noncitizen*
Agriculture	4,476	43	$67	$1,116
Mining & quarrying	6,787	434	272	1,826
Manufacturing	9,338	459	150	1,317
Electricity & water	1,790	130	299	2,203
Construction	9,178	372	144	1,119
Commerce	14,866	389	144	843
Transport & communications	3,705	194	198	1,319
Finance & business services	5,487	467	251	1,467
Community & social services	3,188	317	190	518
Education	1,205	360	251	1,058
Local government	7,160	48	202	862

Note: Cash payments including overtime, 1 pula=$.90 in 1983.
Source: 1983 Employment Survey, Central Statistics Office, Gaborone.

There is one daily newspaper, *Daily News*, published in both English and Setswana. The newspaper, published by the Department of Information Services, has a circulation of 25,000. The *Botswana Guardian*, a weekly newspaper, appears in English and has a circulation of 14,000. The *Botswana Advertiser*, which carries only advertisements, is a free weekly paper in English. Its circulation is 15,000.

About 38,000 radios and television sets were imported into Botswana in 1983. Radio Botswana in Gaborone serves most residents in the country but all television viewing is in the evening on two channels, one from a South African television station and the other from a Mafikeng television station.

At the beginning of 1980 there were 15 automatic and 32 manual telephone exchanges in the country,

TIPS ON TRENDS

MALAYSIA LOOKS WEST

Malaysia may be one of the "sleeper" countries in Asia for Western-style products. *Ad Age* reports that Southland Corp. opened four 7-Eleven outlets in Malaysia between October 1984 and March 1985, and that it plans to open one a month until there are 50 stores.

While Southland is the only U.S. retailer in Malaysia, Western-style products dominate food stores, *Ad Age* says, citing urbanization and growing affluence as primary factors in the increased consumerism. Instore product promotion works well, according to the report.

Consumer attraction to the West could backfire, however. The government worries about Western influence and encourages consumers to "Buy Malaysian." But, at the same time, the Malaysian government is interested in improving its image in the West and is eager to attract investments from Europe and the U.S.

CONFERENCES

"Planning and Implementing an International Direct Mail Campaign," is the subject of a one-day seminar at the Barbizon Plaza Hotel, New York, on November 1, 1985. There will be four seminar speakers — two from the United States and two from overseas. For more information, contact Jan Foster, executive vice president, IBIS Information Services, Inc., 215 Park Ave. South, New York, NY 10003; telephone (212) 505-7620. •

INSIDE INFORMATION

BOTSWANA ON HEALTH

Primary health care has top priority in Botswana through the rest of this century. The essentials for attaining an acceptable level of health care are adequate food and housing, safe water, basic sanitation, immunization against communicable diseases, education about health problems and how to prevent and control them, and appropriate treatment for common diseases and injuries.

At the end of 1983, there were 14 general hospitals, one special hospital, 7 health centers, 127 clinics, and 684 health posts and mobile units in Botswana. There were 146 doctors, 9 dentists, and 1,440 nurses.

The incidence of diseases such as tuberculosis is still high — about 278 new cases per 100,000 population in 1981. New cases of malaria that year totaled 3,196, with most occurring during the rainy season in the swampy Ngamiland area of northwestern Botswana.

Significant progress has occurred in some health-related areas. The infant mortality rate, considered to be the most sensitive measure of overall health conditions, has improved. Between 1971 and 1984, the infant mortality rate fell from 102 deaths per 1,000 births to 79 per 1,000, the lowest in southern Africa, including the Republic of South Africa, and one of the lowest in all Africa.

Likewise, average life expectancy at birth rose from 53 years in 1971 to 56 years in 1981, about the same as that of South Africa.

Construction of a 372-bed hospital in Francistown began this year. In Gaborone a significant expansion is planned for the Princess Marina Hospital and will increase the number of beds there from 239 to 425.

—James Tarver

serving about 6,800 subscribers. At that time the exchange and trunk radio equipment was judged obsolete and impossible to expand. Consequently, the Botswana Telecommunications Corporation was created to overhaul the system and undertake the task of providing greatly expanded, more efficient service. Major technological improvements began with the erection of an earth-satellite station in 1980 and a long-range program of modernization. During this modernization stage, international calls usually can be placed more quickly than calls between towns. Quite often local calls are delayed because of busy circuits.

SOURCES OF INFORMATION

The Republic of Botswana has released two publications on the 1981 census results: the *1981 Population and Housing Census*, and the *Census and Administrative Technical Report and National Statistical Tables and Summary Statistics on Small Areas*. Each costs P5 (1 pula is about $.90) and may be obtained from the Government Printer in Gaborone. A third publication, called *Census Analytical Report*, has just become available. Also, the Ministry of Agriculture has published the *1982 Botswana Agricultural Census* and the *1983 Botswana Agricultural Statistics*. Both contain information on crop and livestock production as well as on households.

The central statistics office in Gaborone publishes several regular reports. For example, the quarterly *Statistical Bulletin* provides population, social, and economic data and costs P1.

A *Statistical Abstract* published yearly provides somewhat more detailed types of information than the *Bulletin*. Other annual publications include *National Accounts*, *Employment Survey Report* (P2), *Education Statistics* (P3), *Medical Statistics*, *Tourism Statistics*, (P1), *Transport Statistics*, and *External Statistics*. Order from Central Statistics Office, Private Bag 0024, Gaborone, Botswana.

An integrated program of continuous household surveys (CHIPS) has been inaugurated using a permanent survey organization to undertake surveys on primary health care and demographic data, labor force, and income and expenditures.

The Botswana Central Statistics Office publishes a biannual profile which provides a concise statistical picture of Botswana and its people. The most recent issue was published in 1984. The Department of Information and Broadcasting published *Botswana 1984: An Official Handbook*, which contains statistics compiled by government agencies.

In 1980 the Ministry of Finance and Development Planning published the fifth *National Development Plan* for 1979-85, available for P5 from the Government Printer, Gaborone. The sixth *National Development Plan*, which outlines government programs and projects through the end of the decade, is currently being written. •

—James Tarver

James Tarver is a professor in the Department of Demography at the University of Botswana, Gaborone.

PUBLICATIONS

Marketing by Agreement: A Cross-Cultural Approach to Business Negotiations, by J. B. McCall and M. B. Warrington, 1984, Chichester, England: John Wiley & Sons, Inc., 274 pp., $29.95. Order from John Wiley & Sons, Inc., One Wiley Drive, Somerset, NJ 08873.

In order to succeed in today's international marketing scene, negotiators need a cross-cultural approach and special skills. The authors of this book explain how to implement the newest planning and strategic concepts in business negotiations as well as how to develop the particular skills required to make a positive impact on the outcomes.

Part I integrates recent research in the fields of communications, organizational behavior, sociology, sociolinguistics, and social psychology on the factors affecting the outcomes of negotiation. The authors have developed a negotiation skills model to identify specific skills and provide a basis for relating negotiation to communication and culture. Part II is the application of these concepts to sales purchase, agency/distributorship, licensing, and joint venture agreements.

This book includes all the necessary concepts profusely illustrated with practical examples, providing a negotiator with everything but face-to-face practice in actual and simulated negotiating situations.

British Social Attitudes—The 1984 Report, edited by Roger Jewell and Colin Airey, 1984, Aldershot, England: Gower Publishing Company, Ltd., 213 pp., $41.95. Order from Gower Publishing Company, Old Post Road, Brookfield, VT 05036.

This yearly report on the changing politics, educational priorities, and social values of the British paints a fascinating picture of life in Great Britain.

Changing attitudes toward class are examined, for example. More than half those surveyed say that they are aware of social class differences and that they believe social class affects a person's attitudes. Nearly half say that social class is as important now as it was ten years ago and that it will continue to be important for the next ten years. An additional 16 percent think it will become more important in the next decade. Thus, only a third of the British population is optimistic that their society will become classless any time in the foreseeable future.

Other topics explored include political attitudes, economic policy and expectations, social policy and the welfare state, educational issues and priorities, and social and moral values.

Women of the World, 1984, Washington, D.C.: U.S. Government Printing Office, $5.50 each volume. Order from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

There are four regional handbooks in the *Women of the World* series, Latin America and the Caribbean, Sub-Saharan Africa, Near East and

TIPS ON TRADE

COMMUTER ADVERTISING

Buses in Wiesbaden are experimenting with a new means of providing riders with local information and commercials — television. TV screens are hung from the ceilings of local buses. "The traveling tubes," says the German Information Center, "treat captive commuters to local information and commercials: for example, a short film on the city's parks, followed by ads for chocolate, a current movie, or toothpaste. . . . The video monitors also show the name of each stop along the route, a special service for visitors and the hearing-impaired." The mayor-designate of Wiesbaden, however, is complaining that bus passengers are already exposed to too much advertising during their rides.

CAR OWNERSHIP

According to the latest available data, in the five years between 1976 and 1981 car ownership increased substantially in the European community. The table shows car ownership per 1,000 people in 1976 and 1981, by country and for the European Community as a whole, with some comparisons to countries outside the community. The list ranks countries from lowest ownership per 1,000 to highest. The most growth in car ownership took place in Spain and West Germany. While the United States has the highest rate of ownership, it has had one of the smallest increases.

POPULATION JOURNALS

Two new population journals have popped up overseas.

The *European Journal of Population* is published in English and French four times a year. Among other articles in the first issue is one by noted Harvard demographer Nathan Keyfitz who discusses the demographic factors that affect pay-as-you-go pension plans and what industrialized countries can expect to happen to their pension plans in the long term.

Subscriptions cost $62 a year. Order from Elsevier Science Publishing Co., Inc. Journal Information Center, 52 Vanderbilt Avenue, New York, NY 10017. Free sample copies are available from the same address.

The second new source of population information is the *Journal of the Australian Population Association,* published twice a year. The first issue includes articles on international migration to and from Australia, Australian teenagers and pregnancy, and the programs and implications of projecting Australia's population. The cost is $20 per year. Order from The Secretary, Australian Population Association, P.O. Box 143, Belconnen, ACT 2616, Australia. •

CAR OWNERSHIP

(cars per 1,000 people)

country	*1976*	*1981*	*change*
Greece	55	94	+39
Portugal	79	128	+49
Japan	154	209	+55
Spain	135	211	+76
Ireland	176	226	+50
Denmark	263	267	+4
United Kingdom	255	283	+28
Netherlands	269	324	+55
Belgium	279	325	+46
Italy	284	330	+46
Sweden	350	348	−2
France	301	349	+48
Luxembourg	321	378	+57
West Germany	307	385	+78
USA	501	537	+36

Source: Eurostat Review, 1973-1982, *Luxembourg, 1984.*

North Africa, and Asia and the Pacific. They present and analyze the latest available statistical data on women in 21 Latin American and Caribbean countries. Drawn from national censuses and surveys, the data are part of the *Women in Development Data Base*, created by the Center for International Research, U.S. Bureau of the Census, under the auspices of the USAID. The *WID Data Base* was originally designed for USAID's policy and program planners, but this series makes the data available for development planners and policymakers outside of USAID.

Beginning with an overview of the population characteristics of the featured region, the volume continues with a description of women in that region: their literacy and education, their labor force participation, their marital status, their fertility, and their mortality.

The handbook does not simply present the information on women's current status in tables, charts, and text, but offers a critique on the concepts, availability, and quality of the data assembled on each of the 19 variables searched for the study. Appendixes include references, a list of the tables available in the *WID Data Base*, and the population by age, sex, and rural/urban residence for each of the countries covered by the study.

The Atlas of British Politics, by Robert J. Waller, 1985, London: Croom Helm Ltd., 206 pp., $29.00. Order from Croom Helm Ltd., 51 Washington Street, Dover, NH 03820.

Intended to accompany Robert Waller's *Almanac of British Politics*, this volume also stands alone as a graphic survey of the political and social geography of the United Kingdom. The atlas is largely composed of maps of various areas of England, Ireland, and Wales, showing for each area the extent of support for the winners in the 1983 election, as well as the support for each of the political parties (Conservative, Labour, and Alliance). Additional maps for each area show the distribution of middle-class workers, professional and managerial workers, agricultural workers, owner-occupied and local authority housing, non-white voters, unemployment, car ownership, and educational qualifications.

This collection of maps enables the reader to see correlations between an area's demographics and its politics. Since the data are from the 1983 General Election and the 1981 Census, the book serves as an update of Michael Kinnear's *The British Voter: An Atlas and Survey since 1885*, published in 1968. Anyone with an interest in the U.K., political or otherwise, will find Waller's *Atlas* a fascinating volume●

FEATURE

FOREIGN FOCUS GROUPS

Focus groups are a favored way for U.S. consumer goods companies to try to gauge the market for their product in foreign countries. But, at least one international market researcher thinks they may be overused.

Daphne Chandler, vice president of Burke International Research, Inc., says focus groups are more common overseas than they are in this country. In the U.S., focus groups are primarily an exploratory tool to develop quantitative research. But in some foreign countries, she says, they are used to "test copy, gather corporate image information, and supplant survey information" because they are a "cheap tool."

Chandler warns that the success of focus groups is highly dependent on understanding the culture. "In Japan, for example," she says, "you never mix ages or sexes because younger people will defer to older people and women will defer to men."

In Europe, she explains, "especially in France and Italy, focus groups are more psychological than they are here. In France they are very academic compared to the practical tool they are in this country." In fact, the usual moderator for such a session will be a trained psychologist, whereas in the U.S. the moderator may have business or marketing training. For best results, Chandler says, moderators should be from the country where the focus group is being held.

It is essential to meet with the moderator before the focus group sessions to explain what the client expects to get out of it. "If the expectations aren't clear, you may get a whole session with the moderator holding up a picture of a car and asking the participants to tell him what animal it reminds them of and whether they think the animal is male or female. You can end up with a 500-page report that is very psychological and provides very little information."

There are other cultural differences of which U.S. observers should be aware. For example, an Italian focus group with men won't begin until 9:30 p.m. and can easily run three hours.

Burke International's president is Dr. Lynn Lin. Chandler has worked for Burke in international research for nearly eight years. Working with her in the New York office is another vice president, Charles Cooler, who was formerly with Burke France.

Burke is a separately incorporated firm, jointly owned by Burke Marketing Services in Cincinnati and Infratest in Munich, West Germany.

Burke has companies in Europe (Sweden, Italy, France, West Germany, and the United Kingdom), Latin America (Venezuela, Brazil, and Argentina), Canada, Japan, Australia, and Taiwan. Additional franchisees are expected to be added soon in Latin America and Asia. While Burke International does not do syndicated surveys, one of its parents, Infratest, does syndicated research in health care.

Most of Burke's client studies are multinational and its work encompasses consumer and industrial research, attitude and usage surveys, package testing, tracking studies, commercial testing, focus groups, and corporate image studies.

Burke International Research, Inc.'s New York address is 420 Lexington Avenue, Suite 2750, New York, New York 10017; telephone (212) 883-9393. •

FEATURE

THE INVISIBLE BUSINESSWOMAN

Up to one person in eight of the world's entire labor force works in the informal sector. That is one reason it is so difficult to obtain accurate income figures, especially for developing countries. Moreover, this sector is "overwhelmingly occupied by women," according to the State of the World's Women Report 1985.

The report, prepared for the United Nations Conference on Women last month in Nairobi, characterizes the informal sector as millions of people who offer services and engage in small-scale trading activities "on the margins of official life."

They make and sell leather sandals, for example, or take in washing. They mend bicycles and dodge in and out of traffic with trays of home-made sweets; they sell rice cakes, rough cotton skirts, hand-rolled bidis and cups of murky sorghum beer. Although everyone knows they exist and acknowledges their place in Third World countries, there is little known about their demographic characteristics or their incomes.

Estimates are that about 50 percent of the poor urban population in developing countries works in the informal sector. The share among the poor in rural areas is probably closer to 70 percent.

In regions where women are the most prominent — the Caribbean, West Africa, and South Asia — between 70 and 90 percent of all the farm and fishing produce is bought and sold by women. In Haiti, for example, 91 percent of trading activities are handled by women; in Ghana, 88 percent. In Thailand, where women are in the formal labor force in high numbers as well, they are 54 percent of small traders.

In many ways, informal economic activity suits these women because it gives them an independent income and a flexible schedule that they can work around their household responsibilities. On the other hand, their earnings are often low. Studies in Jakarta, Lagos, and the poor urban areas of Bolivia and Peru found that workers in the informal sector earn only about 50 cents a day — half the wages of the lowest-paid formal-sector worker.

What little information is available on these workers allows experts to estimate that, as a whole, the informal sector generates up to a third of the wealth in many Third World cities. Asuncion and Lima are typical, with 33 and 30 percent of the local income created by the goods and services provided in the informal sector. In Ahmadabad and San Salvador, as much as a quarter of local income is from the informal sector.

The State of the World's Women Report stresses that, although it is valuable, the informal sector is also vulnerable. "The expansion and relocation of industry into the Third World provides much-needed expansion for some, but it undermines the employment of others at the same time."

Plastic shoes and filter-tipped cigarettes from the new factories compete with the traditional hand-made sandals and bidis of the small street vendor. The livelihood of the people who work in the informal sector is, according to the Report, "put in the balance by the arrival of the smart new shops and industries."

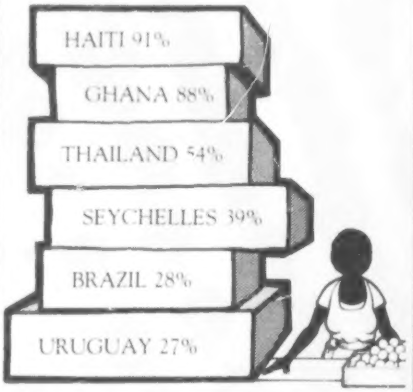
The Report points out that the only way people in the informal sector can compete with the new mass-produced goods and services is by "going formal" and fighting the new traders on their own terms. But the reason so many women work informally is because it is so difficult for them in the formal sector. Such women, the Report says, are usually "untrained, unskilled, often illiterate, and almost invariably without any capital."

Entering the formal sector means getting loans and advice, learning to handle figures, investing in transport, making contacts, signing contracts, doing deals. Because these activities are easier for men, they have an advantage over women.

Firms trying to market in Third World cities cannot overlook the economic impact of the informal sector nor its impact on competition, distribution, and the consumer market. •

THE ENTREPRENEUR

In many countries it is women who dominate the informal sector — the small-scale trade in goods and services not usually counted in national economic statistics. In many Third World cities the informal sector generates up to a third of local wealth.



% of people in trade who are women

Source: ILO

COMING UP

Luxembourg's influence reaches far beyond its tiny population because of its strategic location at the heart of Europe and its television broadcasting system.

Trade in some Filipino villages teaches women storekeeping skills.

Buenos Aires is the most European of all Latin American capitals. Our South American correspondent, demographer Ralph Hakkert, explores the consumer markets represented in its neighborhoods.

REGIONS

SOUTH AMERICA

LATIN AMERICA

Upscale Latin American men take politics seriously: more than half engaged in one or more of eight possible sociopolitical activities in the past five years, according to researchers for Starch INRA Hooper, Inc.

This is a preliminary finding of a pilot study designed to assess the feasibility of conducting total audience publication research in Latin America. For the study, Starch INRA Hooper, Inc. conducted 789 interviews with upscale men aged 25 and older in Mexico City, Caracas, Buenos Aires, and Sao Paulo during late 1984 and early 1985. The interviews were designed "not to produce viable, projectionable data for media planning or selling purposes," according to Jay Wilson, president of Starch INRA Hooper, "but as an experimental study" to test readership measurement techniques, developing screening methodology and criteria, establish sampling procedures, pretesting marketing/media questionnaires, and determine interview completion rates.

Even though they are not projectionable, the study's preliminary findings are interesting because so much misinformation about the Latin American market exists.

Other findings:

—Mexicans travel four times as much as Brazilians. And while Mexicans and Venezuelans often go to the United States, Argentinians tend to limit their travel to other Latin American countries. Brazilians, when they do travel, are likely to go to France.

—Ownership of 35 mm cameras is universal, but Mexicans and Venezuelans are the biggest spenders on computers and videocassette machines. Most of them also own more than one car.

—Ninety percent of those interviewed are currently employed and more than half are salaried rather than self-employed. Nearly half are middle- or upper-level business executives. Forty percent are professionals — doctors, dentists, or architects, for example.

—Respondents read an average of 4.9 of the 76 measured publications. Mexican and Venezuelan men were the most receptive to English-language publications. Of the four countries, Mexico and Venezuela rank higher on the Index of Potential English Readership published in the February 1985 issue of International Demographics. The PER Index quantifies the number of people in a country who can be expected to purchase English-language materials.

More information about the Latin American Readership Study (LARS) is available from Gunilla Broadbent, vice president, International Operations, Starch INRA Hooper, Inc., 566 E. Boston Post Road, Mamaroneck, NY 10543; telephone (914) 698-0800.

The nuclear family (husband, wife, and children) is not the typical family in most Latin American countries, according to an analysis of World Fertility Survey data by Susan De Vos of the Center for Demography and Ecology at the University of Wisconsin, presented at the 1985 annual meeting of the Population Association of America.

De Vos found that extended households were common in the six Latin American countries she examined, ranging from a quarter of all households in Mexico to 36 percent in the Dominican Republic. She said many of the households were composed of relatives, but no married couples — for example, grandparents and grandchildren might make up a household. Single-parent households ranged from 7 to 9 percent of all households. In the Dominican Republic, fewer than half of all households consisted of a husband and wife, with or without children. Only 64 percent of households in Mexico consisted of a traditional nuclear family.

ASIA

JAPAN

Not only is the number of Japanese women in the work force increasing, but Japanese working women are also becoming older, more highly educated, and more experienced as workers. Women in Japan are still much more likely to work part-time than they are in the United States, and employers are hiring more part-time employees because it eases labor costs. More than 50 percent of women who want to work in Japan say they prefer to work part-time.

A recent issue of Focus Japan reported that the percentage of women employees aged 35 and older grew to 56 percent in 1983 compared with 39 percent in 1970. The proportion of married workers rose to 60 percent in 1983 from 33 percent in 1962.

In 1975, 9 percent of new women workers were junior high school graduates, 64 percent senior high school graduates, and 27 percent college graduates. By 1983, those percentages, respectively, were 5 percent, 62 percent, and 34 percent.

Since the mid-1970s, the average number of working years for a Japanese woman has increased by one year: from 5.3 years in 1976 to 6.3 years in 1983.

SOUTH KOREA

Despite the Korean government's attempts to encourage decentralization of the population, that nation's 20-year trend toward urbanization is continuing. Only 22 percent of the population remains on farms, according to the April *Asia Research Bulletin*, down from 24 percent in 1983. The rural population in Korea is now about 9 million.

"What is noteworthy," the *Bulletin* reports, "is that the lion's share of emigrants consisted of educated and economically active young people. Ministry officials said that the worker population aged 14 to 24 in the combined rural labor force declined from 27 percent in the mid-1960s to 20 percent in 1983."

Meanwhile the population aged 60 and older has increased slightly, indicating that older people may be replacing the young in agricultural work.

EUROPE

ENGLAND

London Transport Advertising can provide detailed information on using public transportation in London for poster advertising. LTA's address has been changed to 10 Jamestown Road, Camden, London NW1 7BY, England; telephone 01-482 3000; telex 23769 LTA G.

NORWAY

A new study of Norwegian women in the labor force reveals that labor force participation patterns there are similar to those in the United States.

The study, written in Norwegian, is called "Changes in Women's Employment Patterns," and is the result of work commissioned by the Directorate of Labor and carried out by the Central Bureau of Statistics in Oslo. Most tables are subtitled in English.

Women between the ages of 30 and 39 are most likely to have increased their labor force participation rates in the past decade. In other words, women today are more likely to work during their prime childbearing years and when they have young children at home than they were ten years ago.

WEST GERMANY

The gender gap exists in other places besides the United States. In Germany, male white-collar employees now earn on average over DM 4,000, according to 1985 data recently released by the Federal Bureau of Statistics and reported in the weekly newsletter of the German Information Center in New York. In contrast, the gross salary of female employees averages DM 2,600. Much of the gap, statisticians explain, is due to differences between working men's and women's ages, training, professional qualifications, line of business, and length of employment.

Not all these factors come into full play among factory workers, but the divergence between blue-collar pay for men and women is also marked: DM 16.79 and DM 12.18 per hour, and DM 694 and DM 485 per week, respectively. The gap in weekly wages is wider because men work overtime more frequently than women, says the Bureau.

EMPLOYMENT OF WOMEN IN NORWAY BY AGE: 1970, 1975, 1980

(percent of respondents employed)

age cohort	*1970*	*1975*	*1980*
20-24	41%	55%	74%
25-29	41	50	65
30-34	38	59	72
35-39	43	60	81
40-44	52	58	80
45-49	45	65	68
50-54	49	56	69
55-59	—	51	64
60-64	—	—	46
Total survey sample	1,564	1,813	2,073

Source: "Changes in Women's Employment Patterns," Central Bureau of Statistics, Oslo, 1984

ASIA PACIFIC

AUSTRALIA

Gold Coast and Darwin were the fastest growing cities in Australia between 1981 and 1983, according to the latest estimates of resident population from the Australian Bureau of Statistics.

The table compares the 1981 and 1983 growth in the capital cities and other major cities.

Nearly five percent of Australian couples live together in an informal

AUSTRALIA'S CITIES

(population in thousands)

city	*1981*	*1983*	*percent change*
Sydney	3,279.5	3,335.0	1.6%
Melbourne	2,806.3	2,865.7	2.1
Brisbane	1,096.2	1,138.4	3.8
Adelaide	954.0	960.7	1.6
Perth	922.0	969.1	5.1
Hobart	171.1	173.7	1.5
Darwin	56.5	63.3	12.0
Canberra	246.5	255.9	3.8
Newcastle	402.7	414.7	2.9
Wollongong	231.4	235.0	3.6
Gold Coast	162.7	189.1	16.2
Geelong	140.2	NA	NA

Source: Australian Bureau of Statistics relationship without benefit of marriage, according to findings of the 1982 Families Survey there. Nine percent of all unmarried people age 15 and over live in an informal marriage.

Siew-Ean Khoo of the Development Studies Center at the Australian National University reported these findings at the 1985 annual meeting of the Population Association of America.

In the 25-to-44 age group, one of six men and women who are separated, divorced, widowed, or never married live with a partner. When the woman is under age 20, the proportion rises to half.

"However," Khoo reports, "with the increase in the number of married couples in the older age groups, the proportion of unmarried drops to 17 percent of couples with the female partner aged 20 to 24 years and 6 percent of couples with the female partner aged 25 to 29 years." Just over one-third of all cohabiting couples have dependent children living with them. Most of these couples are in their 30s.

Most cohabiting men and women in Australia say they expect to marry sometime in the future — and most said that would be when they are financially secure.

NORTH AMERICA

CANADA

Users of Canadian data who need to make quick, accurate comparisons among provinces, territories, and Canada as a whole will benefit from a new publication, *Canada, the Provinces and the Territories: A Statistical Profile.*

Easy-to-use tables provide a one-stop overview of the population and its characteristics; the economy, industrial growth and structure, labor, earnings and social security, income, expenditures and prices, the social environment and target groups such as the elderly, women, youth, and native peoples.

The indicators are based on the most up-to-date data available and presented in standardized formats, allowing users to obtain a coast-to-coast overview without turning a page.

For example, the *Statistical Profile* reveals that labor force participation varies across the country. In Newfoundland, 52 percent of the population aged 15 and over were either employed or actively seeking work in 1983, compared with 72 percent in Alberta. The labor force participation rate for Canada as a whole was 64 percent in 1983.

On the other hand, television viewing habits are similar from coast to coast. Albertans spend fewer hours watching television than other Canadians — only 22.5 hours a week — but Nova Scotians watch only about three hours more a week than Albertans.

Order *Canada, the Provinces and the Territories: A Statistical Profile* (Catalog No. 17-X-501) for $25 from Publications Sales and Service, Room 1710, Main Building, Statistics Canada, Ottawa K1A OT6, Canada.

Statistics Canada has released postcensal estimates of total population for Canada, by province and territory, as of January 1, 1985. The country's total population is estimated at 25,262,500. Provincial and territorial totals are estimated as follows:

Newfoundland, 578,900; Prince Edward Island, 126,800; Nova Scotia, 878,300; New Brunswick, 717,200; Quebec, 6,562,200; Ontario, 9,023,900; Manitoba, 1,065,000; Saskatchewan, 1,016,400; Alberta, 2,337,500; British Columbia, 2,883,000; Yukon, 22,800; and Northwest Territories, 50,500.

Total fertility declined slightly between 1982 and 1983, despite the fact that the number of women in their childbearing years is up slightly. Just as there has been a slight increase in births to U.S. women in their 30s, births to Canadian women over age 30 increased by almost 4,000 or 4.5 percent between 1982 and 1983. According to Statistics Canada, an increase in the number of women aged 30 and over more than offset a decrease in the fertility of women in that age group.

The total fertility rate—the number of children a woman is expected to have through her childbearing years—is now 1.69 in Canada. In 1983 the mean age of Canadian women at childbearing for all births was 26.9 years, and for first births, 25.1 years. •

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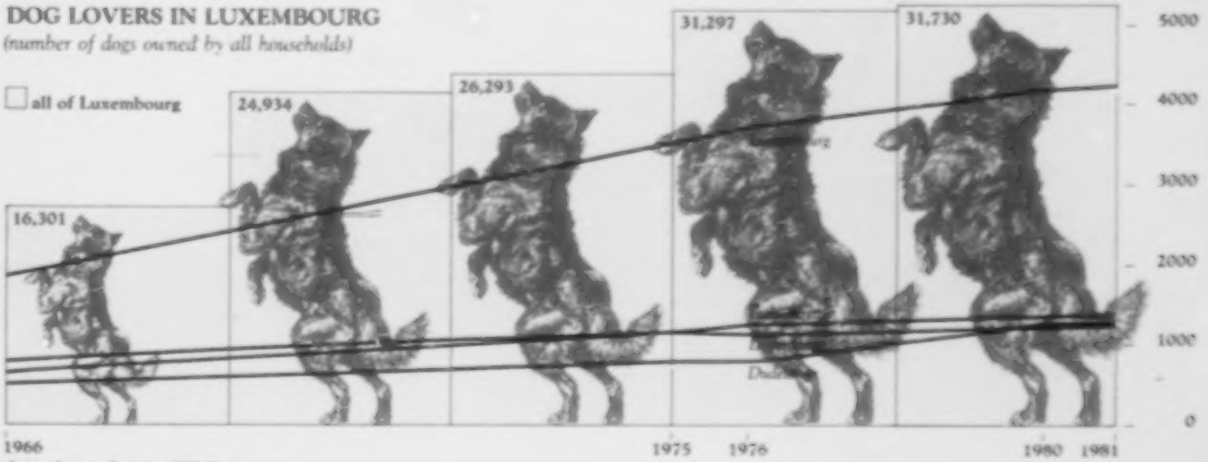
SEPTEMBER 1985 VOLUME 4, NUMBER 9


DOG LOVERS IN LUXEMBOURG
(number of dogs owned by all households)

Source: Annuaire Statistique 1983-84

COUNTRY PROFILE

GRAND DUCHY OF LUXEMBOURG

The Grand Duchy. The name calls forth visions of a medieval kingdom on film by Hollywood. Compared to the rest of Europe where there are nagging socioeconomic problems, the reality of Luxembourg today seems close to that mythic portrayal.

Consider the awe accorded to Luxembourg by France. A country not noted for easy praise of other cultures found little to deplore except the quality of coffee, when earlier this year it aired over state-run television a look at life in its northern neighbor and Common Market partner. Among the reasons for its admiration, Luxembourg has:

—The highest standard of living within the 14-member European Community, with two-car households the rule rather than the exception.

—Home ownership of about 70 percent.

—Unemployment of about 2 percent and a sharply declining inflation rate — from 8.6 in 1983 to about 5.7 last year.

—Well-entrenched "consensus politics" bringing government, management and labor into the decision-making process. This so-called "Luxembourg Model" has allowed the country to restructure and modernize an economically important, but hitherto hidebound steel sector. And it has done so without job losses and with productivity increases rivaling Japan's. Nowhere else in Western Europe has this happened.

—Social stability and flexibility, virtually an unknown in France, has produced only one strike since 1945 and fosters diversification away from dependence on traditional industry and finance.

The French program's reporter asked a reasonably well-off, born-and-bred Luxembourger — married and the father of two children — whether the austerity evident elsewhere in Europe affected his family's own comfortable lifestyle. Definitely not, came the answer.

Did he feel optimistic about his country's economic future? A firm yes. Did he feel he echoed the senti-

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THIS MONTH: LUXEMBOURG

LUXEMBOURG
FEDERAL REPUBLIC OF GERMANY
BELGIUM
Luxembourg
Differdange
Esch-sur-Alzette
Dudelange
FRANCE

ments of most of his compatriots? Another affirmative.

The World Bank holds a similar view. Only four oil-producing countries and Switzerland are ranked as having higher per capita incomes.

Positive conditions and attitudes, coupled with commercial incentives, were largely responsible for attracting the large number of conservative international banks to the Grand Duchy in the 1960s and 1970s and, more recently, in keeping with the country's diversification planning, international insurance companies. Banking has plateaued, but Luxembourg remains a prime continental financial center, especially for funds management.

THE CULTURE

The wealth represented by the Grand Duchy of Luxembourg outstrips its small size and modest population. Bordered on the south by France, on the west and north by Belgium, and on the east by West Germany, the country occupies only 999 square miles. Maximum north-south distance is 51 miles, greatest width is 36 miles.

Censuses of population have been conducted at regular intervals since 1875. The 1981 census counted 364,600 residents. The government estimates the 1985 population at 365,800. Twenty-six percent of the population are immigrants. The only city of note in Luxembourg is the capital and shares the country's name. The 1981 census counted 78,900 residents of the city of Luxembourg.

Esteemed today for its solid social fabric, Luxembourg since its inception in 963 has been prized for its strategic location in the heart of Europe. Over the centuries, the tiny Grand Duchy has been beseiged by most of its near neighbors and some farther afield and its borders have shifted according to outside domination. Treaty obligations, futhermore, have limited the growth of the city of Luxembourg.

A long history of occupation and immigration is apparent by the present-day mix of languages. *Letzebuergesch* or Luxembourgish, a dialect of German origin, was given legal status as the official national language only in February of last year. However, French continues as the government's language of record and classical German as the working one.

Most newspapers are published in German, but the early presence of a large Italian population, and the influx over the past three decades of American companies such as Goodyear Tire and Rubber and others from Britain, have spawned journals having four languages in the same edition. Occasionally Spanish and Portuguese are used as well. The language inheritance is a decided asset for Luxembourg's business community. And, Luxembourgers are quick to say their traditional cuisine combines fine French preparation with ample German servings.

Ninety-seven percent of Luxembourgers are Roman Catholic. Nonnative Luxembourgers have a slightly higher proportion of non-Catholics among their ranks.

A constitutional monarchy, Luxembourg is governed today by an elected coalition of Socialists and center-right Christian Socialists who share evenly in ministerial council seats. The country is administered through 12 cantons, 3 administration districts, 4 electoral districts, and 2 judicial districts.

VITAL STATISTICS

The total fertility rate (average number of children per woman) was 1.4 in 1983, substantially below replacement level of 2.1. The birthrate has declined since the mid-1960s so that, without immigration, Luxembourg faces a declining population as do so many of its neighbors. By *International Demographics'* own projections, the Grand Duchy by the year 2000, if present trends continue, will have a population of only about 349,000 including a third or more non-natives.

There were 3,760 deaths among the indigenous population in 1983. About 50,000 Luxembourgers are over age 65. Among those under age 65, the largest group is made up of young adults in their 20s. People aged 20 and 29 compose 16 percent of the population.

Confronted with falling birthrates, Luxembourg officials, like many of their neighbors, foresee a national identity crisis. Former premier and foreign minister Gaston Thorn goes further, calling it "a collective tendency to suicide." Various schemes have been put forward to check the situation, but to little avail. Included among them is encouraging an increase in transient workers from the Grand Duchy's three neighboring countries.

Already 26 percent of Luxembourg's population are immigrants. At that it is said to be the highest in the European Community countries, and it is expected to increase still more unless native births rise. Immigration has been actively promoted to fill jobs lower on the socioeconomic scale rejected by natives, and

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from all appearances, the immigrants have been assimilated into the native culture with less strife than in bordering countries where high unemployment rates prevail. At least 60 percent of manual laborers — who are primarily immigrants — own homes. Foreigners occupy about 90 percent of the construction trades, more than 50 percent of industrial jobs, and 60 percent of jobs held by skilled artisans.

The Portuguese are by far the largest immigrant group at 15,900, or nearly 30 percent of the nonnatives registered during 1983. The number of Portuguese in Luxembourg has nearly tripled since 1970 when an agreement was signed with Portugal to make entry easier.

Italians had traditionally been the second-largest non-native group, a position ceded to the French since 1980. In 1983 nearly 19 percent of foreigners were French and nearly 17 percent Italian. Belgians historically have made up Luxembourg's fourth-largest non-native group of workers, at about 16 percent in 1983.

United States citizens working in the Grand Duchy plateaued in 1970 at less than 1 percent.

The urban agglomerations to which most foreign workers are drawn are, like the country itself, small. Luxembourg city with nearly 79,000 residents in 1981 is more than three times the size of second-ranking population center Esch-sur-Alzette with only 25,100 people in 1981. Following these are seven localities ranging in size from 8,600 to 4,900, according to the census.

HOUSEHOLDS AND FAMILIES

The 1981 census counted 128,456 households in Luxembourg, with an average household size of 2.83 people. Twenty-one percent of households have only one person. Another 29 percent have two people, and 21 percent have three people. Only about 4 percent of households have six or more people.

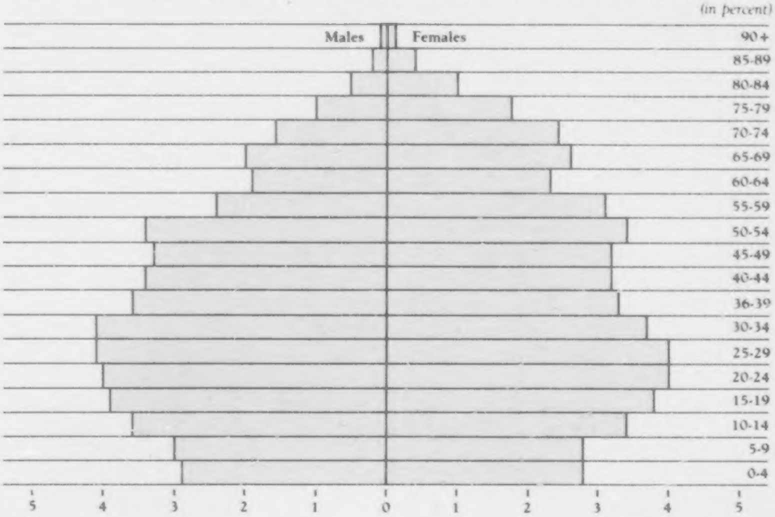
The majority of households have plumbing and central heating. The number of households with freezers has more than doubled in the last 10 years, and the numbers of households with cars, televisions, washing machines, and refrigerators has risen steadily (see table on page 6).

Twenty-four percent of men over age 18 and 23 percent of women over age 15 have never married. Sixty-eight percent of men and 58 percent of women are married. The differences in marital status are most apparent among those aged 65 and over. Nineteen percent of men over age 65 are widowers but 55 percent of women in the same age group are widows. Luxembourg faces the typical problems of an aging society, with the situation exacerbated in this tiny country by the effects of the world wars. Especially after age 65, women in group housing arrangements, including nursing homes, outnumber men by more than two to one.

LABOR FORCE AND INCOME

There were 158,500 people fully employed in Luxembourg in 1983, a slight decline from 1980-81, but an increase of about 18,000 people over 1970 levels. (These figures do not include 13,500 commuters from Belgium, France, and West Germany nor 7,000 or so employed by international organizations, such as the European Community Secretariat headquartered near Luxembourg

POPULATION OF LUXEMBOURG BY AGE AND SEX: 1981



age	*total*	*males*	*females*
All ages	364,602	177,869	186,733
0-4	20,850	10,610	10,240
5-9	21,262	10,956	10,306
10-14	25,386	12,964	12,422
15-19	27,948	14,151	13,797
20-24	29,118	14,436	14,682
25-29	29,366	14,793	14,573
30-34	28,468	14,817	13,651
35-39	24,897	13,007	11,890
40-44	23,994	12,297	11,697
45-49	23,645	12,064	11,581
50-54	24,774	12,531	12,243
55-59	19,945	8,809	11,136
60-64	15,403	6,959	8,444
65-69	16,557	7,116	9,441
70-74	14,631	6,004	8,627
75-79	10,163	3,736	6,427
80-84	5,510	1,829	3,681
85-89	2,076	615	1,461
90-94	527	157	370
95+	82	18	64

Source: Recensement General de la Population Du 31 Mars 1981, October 1983, Ministere de L'Economie, Grand-Duche de Luxembourg.

LUXEMBOURG'S CITIES: 1947-1981

(populations in thousands)

	1947	*1970*	*1981*
Luxembourg	62.0	76.2	78.9
Esch-sur-Alzette	26.9	27.6	25.1
Dudelange	12.9	14.6	14.1
Differdange	7.4	9.3	8.6
Schifflange	5.1	6.4	6.6
Petange	5.4	6.2	6.4
Ettelbruck	4.2	6.0	6.0
Bettembourg	4.5	5.7	5.8
Diekirch	3.8	5.1	5.6
Belvaux	2.6	4.9	4.9

Source: Le Grand-Duche De Luxembourg en Chiffres 1984, *Ministere de L'Economie, Service Central*

city.) Women made up 41 percent of the labor force in 1982.

Of the 138,600 workers on salary, 45 percent worked in services, 29 percent in industry, 15 percent in public administration, 10 percent in construction, and less than 1 percent in agriculture. About 13 percent of the total labor force is made up of employers and family workers.

Luxembourg has not escaped rising unemployment, but at 1.6 percent of the work force in 1983, it remains among the lowest in the Western world. From zero unemployment during the banking boom years of 1968 to 1975, the unemployment rate rose to 1 percent in 1981 and 1.3 percent in 1982.

Rapid wealth development in the Grand Duchy began in the 1920s. Steel fostered this financial growth which was underpinned by a favorable exchange rate through the mid-1960s. Today a modernized steel industry is a major contributor to the country's gross domestic product.

The steel industry employed 12,500 workers in 1983 — down from 14,000 the year before as one result of restructuring. Foreign workers were nearly 38 percent of this work force. The banking and insurance sectors employed 9,023 in 1983 or 6.5 percent of all salaried employees. More than 30 percent of personnel in banking and insurance are foreigners.

Among American companies, Goodyear employs about 6,500 people and General Motors 400. In all, U.S. firms provide jobs for about 10,800 people.

Some even find employment in the Grand Duchy's vineyards — small and probably the most northerly in the world. The mostly dry, fruity whites harvested from 468 acres are more than 50 percent consumed at home with a large part of the balance going to Belgium. Luxembourg has had a trade alliance with Belgium since France turned one down in 1921.

Luxembourg's own small airline provides some additional employment, Luxair, flying from the same airport as Icelandic, and specializing in charter vacations to exotic locations, transported 692,000 passengers in 1982.

To cope with the difficulties in steel overcapacity worldwide and a slowing of real growth in the international banking sector, Luxembourg's authorities — led by Crown Prince Henri as head of a 12-member economic development board — have been courting new high- and low-tech industries over recent years. The board runs offices in New York and Tokyo. Plans at press time were to open one this summer in California.

International insurers have come under this scheme as a natural extension of the banking sector. Prior to 1970, the term "broker" was prohibited and insurance was limited to local business. But in 1970, enabling legislation was passed to encourage the insurance industry.

Somewhat surprisingly, industry and commerce is not the largest source of tax revenue. That status belongs to privately controlled Radio Television Luxembourg, which is rapidly moving into a prime position in European broadcasting too (see sidebar).

Despite mandatory indexing — tying salaries to inflationary price increases — real overall purchasing power declined 1.7 percent in 1982 and 1.1 percent in 1983, the latest years for which figures are available. Special legislation was introduced in 1982 to shore up worker categories most affected by this decline.

In general, indexing has added 2.5 percent to annual salaries, bringing the average hourly wage to 412.02 LF (about $6.54 US) as of September 1984. The average annual salary, according to government estimates ranged from 777,395 to 786,010 LF ($12,340 to $12,476).

The hourly wage for single manual laborers in September 1984 was the equivalent of about $2.50 while that for a laborer with a family was $2.57.

EUROPE'S BEST STANDARD OF LIVING

Spending patterns in the Grand Duchy are unmatched anywhere else in Europe. Government figures for 1982 value total private consumption at about $1.5 million, an increase of 11.7 percent over 1981. Using 1965 as 100, the general consumer price index rose from 260.7 in 1982 to 283.3 the subsequent year.

There were 145,849 private and commercial vehicles registered in Luxembourg at the beginning of 1984, more than two vehicles per person. Nearly 40 percent of cars are imported from West Germany, a quarter from France, and 13 percent from Japan. Only about 3 percent are U.S. imports.

A large portion of household budgets is devoted to further education, leisure, and culture, recording a 9.3 percent increase in 1983. During the same period, alcohol and tobacco consumption rose 3.1 percent. Beer drinking alone reached 120 liters per person annually.

Declining consumption includes clothing and shoes, furniture and household cleaners, and milk, the farm leader. Each Luxembourg resident in 1983 drank the equivalent of 78 kilograms of milk, consumed 11.4 kg. of butter, and 11.1 kg. of cheese.

As of June 1984, cigarettes sold for the equivalent of about 66 cents, a man's suit for about $123 and shoes to match for $38. A kilometer in a taxi costs the same as a pack of cigarettes, a ticket on a bus about 39 cents. Movies cost about $2.00. Doctors charge $7.50 a visit. That coffee the French deplored was $6.00 per kg. and a good steak went for about $8.00.

Sports clubs are an important form of socialization in Luxembourg. In 1982, there were 418 clubs for olympic sports ranging from judo to basketball to canoeing and kayaking. Another 352 were organized around non-olympic sports. Based on the number of club participants, soccer, bicycling, basketball, and gymnastics are the most popular sports. Interest in tennis spurted in the early 1980s and has been on the rise ever since.

Primary school enrollment during the 1983-84 school year was estimated at 25,806 students. Secondary schools enrolled an estimated 9,000 students in regular studies and more than 16,000 in trade programs. During 1982-83, about 2,700 students attended university-level courses, for the most part outside of Luxembourg.

SOURCES

Six of seven planned volumes on the 1981 census are available at 250 LF from Ministere de L'Economie, BP 304, 2013 Luxembourg. Visitors to the Grand Duchy will find the ministry building at 19-21 boulevard Royal (telephone 478-1). Luxembourg's development offices in New York and California should also have copies.

Volume I includes personal characteristics; Volume II, socioeconomic characteristics; Volume III, internal

INSIDE INFORMATION

LUXEMBOURG'S OTHER OFFSHORE INTEREST

Early next July France's three-billion franc telecommunications satellite is slated to rocket into geostationary orbit high above west-central Europe. Although CLT, the region's leading broadcaster, is expected to be aboard, negotiations are still taking place.

CLT is the acronym for Compagnie Luxembourgeoise de Telediffusion, which has been based since 1929 and the early days of radio in Luxembourg. Today it is an "offshore" interest, with scope and influence like banking and finance well beyond the tiny country.

CLT, popularly known by its call letters, RTL, broadcasts in five languages, including English, to a combined daily radio and television audience of 45 million spread across six or more countries — including France where RTL is the most popular.

A public-service monoploy, CLT owns outright or has a share of, about 80 separate communications activities ranging from program production to book and magazine publishing. A wholly-owned weekly TV magazine has tripled its circulation over the past four years to 1.24 million readers.

CLT last year improved its earnings nearly 12 percent to 10.78 LF and paid 1.8 billion of it in taxes and licensing fees, thus providing the government with 2.5 percent of its operating revenue and making the multi-media force the country's largest individual taxpayer.

France has courted CLT to join the launching and use of TDF1 as its new satellite is is called because of criticism its government received about the high cost of going solo. But unresolved at press time were differences over the technology France wants and CLT's desire for exclusive rights to the advertising it will sell. France sees its role on TFD1 as spreading culture to the reception area, while CLT wants to protect its commercial rights.

A ONE-OF-A-KIND INDUSTRIAL MODEL

When France's Socialist government announced mill closings and severe labor cutbacks in its debt-ridden nationalized steel industry, unionized workers reacted in the classic Gallic manner by taking to the streets with sometimes violent protest.

When a dozen years ago Luxembourg decided on the same course, barely a whisper was heard from the close to 28,000 employees in steel. That too was typical — a reflection of the so-called "Luxembourg model" for relatively trouble-free economic readjustment which is the envy of other European politicians and business executives.

Since 1974, some 14,000 steel jobs — half the former labor force — have been eliminated and automation has taken over. Today one mill with a staff of only eight people rivals Japanese production by turning out 180 tons an hour. No one was forced out of work as a result of severe restructuring of the country's largest employer. More than one-third of workers in steel were foreigners, compared with 52 percent of workers in Luxembourg industry overall.

Some opted to leave voluntarily, others took early retirement, but most were absorbed by other sectors. For instance, about 4,000 former steel workers went to public works projects. These relocated workers carried with them their steel salaries and benefits even if the new posts were less arduous. This was the key to the ease with which the bold strategy went ahead. Steel jobs are expected to level off at 12,500, less than half what they were.

Obligatory *co-gestion*, or shared decision making by representatives of government, management, and labor promotes consensus, not confrontation, in the industrial and public sectors which have known only one strike in the past 40 years. It is something alien to the French. West German unions and management cooperate better, but a plan to streamline its steel industry through mergers collapsed in mid-July. Luxembourg's successful tripartite approach is even strongly defended by local managers of U.S. firms such as Goodyear.

This pragmatic focus on rebuilding is not lost on the rest of Europe. The late Robert Schumann, whose name is most closely associated with the continent's post-World War II recovery plan came from the city of Luxembourg.

STUDY DUE ON FRENCH WOMEN

Quantative results of a massive study on attitudes and consumption patterns among French women are exexpected to be ready in early October.

Called *Plurielles*, the study involved 1,200 90-minute interviews. It is expected to be renewed annually. The study is being conducted by Agence Femmes Information and the Demoscopie Research Institute. The full cost will be about $13,300, but single questions can be purchased for about $1,100.

For more information, contact Institut Francais de Demoscopie, 27, rue Chambery, 75015 Paris, France. Telephone: (1) 842-60-00.

—*Peter Inserra*

BRITAIN TRACKS USERS OF PERSONAL DATA

A law being phased in over three years in the United Kingdom could have a chilling effect on the use of data for market research, credit checks, direct mail, and other commercial uses in that country. Beginning in November, users of computerized personal information in the United Kingdom will be required to register under the Data Protection Act.

The Data Protection Act requires that data users and computer bureaus must register and adhere to the code of practice in order to protect individuals against the misuse of personal details and against damaging inaccuracies. After May 11, 1986, holding or processing personal data by an unregistered person will be a criminal offense.

Under the Act, people can already, in certain circumstances, claim compensation if they feel they have been hurt by the misuse of data. By 1987 when the Act is in full operation, people will have the right to examine information about them on computer systems.

Datasolve, a subsidiary of Thorn EMI, has the contract to develop and run the Data Protection Register, according to the *London Times*.

CONFERENCES

A conference on political risk will be held at the Halloran House in New York, October 28-29, sponsored by Frost and Sullivan. For information contact Victor Hertz, manager of political risk services at the address below.

Frost and Sullivan will also present "Selling Defense Equipment to the Third World," on December 11-12 at the Sheraton National Hotel in Arlington, Virginia. For more information, contact Eleanor Bernet, Industry Representative, Frost and Sullivan, Inc., 106 Fulton St., New York, NY 10038; (212) 233-1080.

JAPAN IS A GREAT BOOK MARKET

In any given year, best-sellers in Japan range from such books as *How to Enjoy Baseball Ten Times More* to *The Japanese Constitution*, according to a report on Japanese popular culture in the summer 1985 *Wilson Quarterly*.

Foreign titles are popular too. More than 400,000 copies of a translated version of *In Search Of Excellence* have been sold. For the most part, however, favorites remain Japanese historical epics, self-help manuals, mysteries, and biographies.

The report notes that more leisure time, higher incomes, and higher educational levels have contributed to the increase in reading. "Since 1960, the number of books brought out every year in Japan has quadrupled; the number of new titles has tripled. In 1983, the Japanese publishing industry put out roughly 31,000 new titles and a total of 1.2 billion volumes. The United States, with twice the population, published 42,000 new titles and a total of 1.9 billion volumes," the article reports.

Order this issue which discusses other cultural trends as well for $4.50 from Wilson International Center for Scholars, 600 Maryland Ave. S.W., Suite 430, Washington, DC 20560. •

POSSESSIONS IN LUXEMBOURG

(percent of households owning)

	1970	*1981*
Auto	56%	70%
Telephone	69	86
Television, color	—	57
Television, B&W	—	38
Washing machine	80	87
Refrigerator	87	96
Freezer	23	55

Source: Annuaire Statistique 1983/84, STATEC, *Luxembourg*.

and cross-border migration; IV, households and families; V, household conditions; and VI, results by administrative subdivision. Volume VII — techniques — should be available this fall at the same price. All volumes are in French.

The Economy Ministry's Central Service of Statistics and Economic Studies (STATEC) publishes in English an excellent 12-ply, pocket-size leaflet summarizing Luxembourg's population characteristics and economy.

STATEC offers a number of other valuable publications in French, among them, *L'Economie Luxembourgeoise en 1982 et 1983* (378 pp.) issued in February 1985. It contains a 21-page sources list and other documentation available from STATEC. Foreign price and postage is available on request to STATEC.

The Grand Duchy's Service Information at Presse du Gouvernment, 10 boulevard Roosevelt, Luxembourg (city) issues well done general background literature. *Notice sur le Grand-Duche* captures the early and contemporary history of the country in 24 pages. Luxembourg's political structure is thoroughly described in the 84-page *Les Institutions de l'Etat Luxembourg*. In French only.

Luxembourg and Belgium, because of their close trade and commercial development links, operate a joint Belgo-Luxembourgeoise Chamber of Commerce in major cities. Contact the nearest Belgian or Luxembourg embassy or write the French office of the Chamber at 174, boulevard Haussmann, 75008 Paris, France. •

—*Peter Inserra*

Peter Inserra is International Demographics' *correspondent living in Paris.*

PUBLICATIONS

International Trends and Perspectives: Aging, by Jacob S. Siegel and Sally L. Hoover, 1984, Washington, DC: U.S. Bureau of the Census, 39 pp., free. Order from the Center for Demographic Studies, U.S. Census Bureau, Washington, DC 20233.

Firms that market health care or other products or services for the elderly will want to order this overview of the international aging population.

Continent-by-continent comparisons are offered, as well as comparisons between more developed and less developed countries.

For example, elderly people in less developed countries are more likely to be cared for within the traditional family structure than are older people in the more developed countries. While country-by-country data are not given, the publication does offer broad perspectives on issues involving the elderly.

China: The Health Sector, by Dean T. Jamison et al., 1984, Washington, DC: The World Bank, 244 pp., $10. Order from World Bank Publications, Washington, DC 20433.

China's efforts to reduce the incidence of communicable disease and the prevalence of malnutrition have led to a dramatic increase in life expectancy. Public health measures, combined with reductions in malnutrition, improved water supplies, and attention to hygiene and sanitation, have increased life expectancy from about 32 years in 1950 to 69 in 1980. That is only six years less than in fully industrialized countries.

This study highlights the progress China has made in health care in the last 30 years. It also points out that chronic disease such as cancer, stroke, and heart-disease is becoming more prevalent.

The major pitfall in the health-care progress that has been made in China, according to the study, is the temptation to emulate high-cost curative approaches that result in a massive drain on national resources in high-income countries.

The authors flag two important measures which would have a dramatic effect: control of salt intake and tobacco consumption. The Chinese consume more salt per capita than most other nationalities, and China has a high incidence of hypertension, heart disease, and stroke.

Also, despite a policy begun two years ago to discourage smoking, tobacco consumption has increased dramatically. The resulting increases in lung cancer, heart disease, and chronic respiratory diseases will cause much human suffering, lost productivity, and unnecessary medical expense, the authors conclude.

Women in the Work World, Statistics Canada, 1984 (99-940), $5.50. Order from Publications Sales and Service, Statistics Canada, Ottawa K1A OT6, Canada.

For those who market to Canadian households, the changing role of women is as important as it is in the United States. In 1981, 4.5 million Canadian women — more than 50 percent of women aged 15 and older — were working or looking for work. Fifty-six percent of mothers with children aged 2 to 5 years were working outside the home in 1981.

The publication, *Women in the Work World,* examines demographic and socioeconomic characteristics of the working woman including age, marital status, education, and province of residence.

Mobility and Identity in the Island Pacific, edited by Murray Chapman and Philip S. Morrison, 1984, Wellington, New Zealand: Victoria University Press, $19.00. Order from Business Manager, Pacific Viewpoint, Information and Publications Section, Victoria University of Wellington, Private Bag, Wellington, New Zealand.

Firms that do business in the Pacific Islands may be interested to learn more about the cultures and people there. This book was published as the result of an interdisciplinary

continued

INSIDE INFORMATION

COUNTRY DATA AVAILABLE ON DISKETTE

Demographic data for individual countries is now available on diskette from the Bureau of the Census. The data are loaded from the bureau's International Data Base to individual diskettes. A diskette is available for each of 203 countries.

Organized as a series of 94 statistical tables, the database contains demographic, economic and social data. Each table is annotated with information on sources, methods of collection, definitions of terms, methods used in computations, and qualifications of the data.

Each diskette has tables and notes for a single country. A computer program, written in Basic, is supplied to users to extract individual tables into formats acceptable to software packages such as LOTUS 1-2-3, DBASE, SUPERCALC, and SPSS. File documentation describes the contents of the tables and notes. The cost for the first country purchase on diskette, including file documentation, is $15.00. The price for each additional country is $7.50.

The statistical tables from the International Data Base are also available in printed copy. When ordering printed copies, the first ten tables are free. Additional tables are $.25 each.

The data are from many sources including national statistical offices throughout the world, research centers and universities, and federal agencies. Currently there are over 200,000 records in the database and updates occur daily.

For more information on the diskettes or on the International Data Base, contact Greg Nowakowski, Center for International Research, Scuderi Building, Room 409, Bureau of the Census, Washington, DC 20233; (301) 763-4286. •

FEATURE

JAPANESE BABY BOOMERS FACE FEWER CHOICE JOB OPPORTUNITIES

Editor's Note: This article is translated from the Japanese newspaper, the Mainichi Shimbun, *by the Asia Foundation's Translation Service Center. It provides some insight into the Japanese drive to open new markets for their goods and services.*

For most white-collar employees of Japanese companies, the step up to executive status may soon be an impossible dream. By the year 2000, when children born during the first wave of the postwar baby boom are at the peak of their careers, and those born during the second wave are beginning to enter the job market, there will simply not be enough positions to go around.

At present, nine out of ten white-collar workers can expect to become a division or a section chief before reaching age 54. By the year 2000, this figure will drop to only one out of four. This discouraging picture was painted by a recently released Economic Planning Agency forecast of the employment situation for the year 2000.

The report predicts some major changes in Japan's employment structure over the next 15 years. First, the percentage of part-time and temporary workers will increase dramatically.

Total employment is expected to increase by 2.95 million jobs in research and development-related fields, by 1.33 million in sales and service, and 1.06 million in factory and office jobs.

Even when part-time and temporary workers are excluded, jobs in research and development will increase by 2.41 million. But the number of regular employees in the marketing and service industries will decline by some 860,000, while regular factory and office jobs will decline by 4.4 million.

In other words, one out of every three workers will be only a part-timer or a temporary by the year 2000, compared with one out of six in 1982.

The report points out that this sort of change in employment, combined with the trend towards office automation, will put pressure on the seniority-based wage system and cut down the number of high-level posts for older employees.

In 1983 the Ministry of Labor conducted a survey of the wages paid to white-collar workers with a college education. It found that 72 percent had been promoted to division or section chief between the ages of 45 and 49, while 92 percent of those between the ages of 50 and 54 held these senior posts.

By the year 2000, however, only 50 percent can expect to obtain these posts between ages 45 and 49, and a mere 27 percent between ages 50 and 54. Thus, for the second wave of baby boomers, a college education will no longer be a ticket to executive success.

The first-time job prospects of the second wave of baby boomers — those born between 1971 and 1974 — are also bleak. In a survey of personnel officers of companies listed on the Tokyo Stock Exchange, 57 percent said that achieving full employment for the college-educated man of the second wave will be either absolutely or probably impossible. About 77 percent gave the same answers for male high school students.

In order to absorb new entrants into the job market — and to keep current employees satisfied — the Economic Planning Agency report warns that a variety of short- and long-term steps will eventually be required. For a start, it proposes an increase in days off and vacations.

On the average, Japanese workers currently take only 101.2 days off per year. The report advises increasing vacation time to 140 days per year by switching to a five-day work week, encouraging employees to use their full annual vacations, and extending the Golden Week holiday (currently three days beginning in late April) to a full week.

The agency also recommends more specialist training. Japanese firms today encourage their employees to be generalists, familiar with all aspects of the company's business. The problem with this approach is that the employees never acquire skills that could be of immediate value to other firms.

The agency proposes the development of specialists in such standard fields as personnel, finance, and accounting who would be useful even if they move to other firms or seek post-retirement employment. •

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symposium on mobility, identity, and policy in the islands.

Included are 14 papers about mobility and identity for Guam, Irian Jaya, Marshall Islands, Papua New Guinea, Solomon Islands, Tonga, Vanuatu, and Western Samoa. Comparisons are made with experiences in the eastern Caribbean, eastern Indonesia, and northern Europe.

The World Development Report 1985, by the staff of the World Bank, 1985, New York: Oxford University Press, 243 pp., $20 hardcover; $9.95 softcover. Order from World Bank Publications, P.O. Box 37525, Washington, DC 20013.

This year's report focuses on the current state of the global economy and debt-servicing difficulties, and presents economic projections for the next five years. The statistical appendix contains updated 1983 GNP per capita figures for all countries, as well as the World Bank's most recent estimates and projections for population growth, birth and death rates, labor force, urbanization, health, education, and income distribution.

continued on page 12

THE SMALLEST COUNTRIES

As shown by the Luxembourg profile this month, small countries can exert an influence out of proportion with the size of their population, especially when they are trend-setters for their region.

The World Bank's annual compilation of data in *The World Development Report* presents some data on countries of fewer than 1 million residents. Although tiny consumer markets, the residents of many of these countries have relatively good health and high standards of living, compared with larger countries in their regions. The life expectancy at birth in Iceland, Cyprus, Luxembourg, Malta, Barbados, and Qatar, for example, is similar to that of the United States. While the United States has had an average annual inflation rate around 7.3 percent, countries such as Luxembourg, Malta, and Guinea-Bissau have had lower rates. And three of these comparatively small countries have a higher GNP per capita than the U.S.

The table on this page provides some comparative data from the 1985 edition of *The World Development Report*. A summary and ordering information for the 1985 edition of *The World Development Report* appears in the Publications section of this issue. •

INDICATORS FOR UNITED NATIONS AND WORLD BANK MEMBER COUNTRIES WITH POPULATIONS OF LESS THAN 1 MILLION*

		GNP per capita					
UN/World Bank member	*population (thousands) mid-1983*	*(dollars) 1983*	*(dollars) 1982*	*average annual growth rate (percent) 1965-83*	*average annual rate of inflation (percent) 1965-73*	*1973-83*	*life expectancy at birth (years) 1983*
Guinea-Bissau	863	180	170	—	—	6.9	38
Gambia, The	697	290	360	1.4	3.0	10.4	36
Sao Tome and Principe	13	310	370	−1.3**	—	8.8	65
Cape Verde	315	320	350	—	—	11.9	64
Guyana	802	520	670	0.5	4.3	7.7***	69
Solomon Islands	254	640	660	—	4.8	10.4	57
Grenada	92	840	760	0.9	—	—	69
St. Vincent and the Grenadines	102	860	620	1.8	6.1	11.6	69
Swaziland	705	870	940	2.6	4.3	14.1	55
Botswana	998	920	900	8.5	4.4	9.8	61
St. Christopher and Nevis	46	950	750	2.4	6.4	10.0	63
Dominica	81	980	710	−0.4	6.1	15.1	—
St. Lucia	125	1,060	720	3.1	5.5	10.5***	69
Belize	153	1,140	1,080	3.6	—	8.1	66
Mauritius	993	1,160	1,240	2.8	5.6	13.1	67
Antigua and Barbuda	78	1,710	1,740	−0.4	6.6	9.1	—
Fiji	670	1,790	1,950	3.4	5.6	9.2	68
Seychelles	65	2,400	—	3.4	—	—	—
Suriname	374	3,420	—	4.5	—	10.1	65
Malta	360	3,490	3,800	8.7	2.4	5.8	73
Cyprus	655	3,68	3,840	5.5	1.6	10.8	75
Gabon	695	3,950	4,000	3.2	5.8	18.5	50
Barbados	253	4,050	2,900	3.8	6.5	12.9	72
Bahamas	222	4,060	3,830	−1.8	—	—	69
Iceland	237	10,260	12,150	2.6	15.1	45.2	77
Bahrain	391	10,510	9,280	—	—	—	69
Luxembourg	365	14,650	14,340	3.9	5.0	6.6	73
Brunei	209	21,140	—	—	—	—	—
Qatar	281	21,210	21,880	−7.0**	—	—	—
United States	233,500	14,110	13,160	2.2	2.9	7.3	75

* *Although Comeros, Djibouti, Equatorial Guinea, Maldives, Vanuatu, and Western Somoa are also members, they were not included in this table because most indicators are not available. The United States is included as a benchmark.*

** *Because data for the entire period are not always available, figures are for periods other than specified.*

*** *Figure is for 1973-82, not 1973-83.*

Source: The World Bank Development Reports, 1984 and 1985.

REGIONS

EUROPE

FRANCE

The French Embassy Press and Information Service is out with a new quarterly, complimentary magazine designed to provide U.S. residents with some insight into French culture. For a copy, write to the French Embassy Press Service, 4101 Reservoir Road, N.W., Washington, DC 20007.

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The January 1, 1985 French population of 55,061,000 represents double the population of 1779. It took 205 years to double, at a rate of approximately one-third of a percent a year.

This growth took place unevenly. France only had 40 million people from 1924 (the return of Alsace-Lorraine) until after World War II. It hit 45 million people in 1945, then 50 million in 1968 (in-migration of Algerians). It took 16 years to get to 55 million, but according to French demographer Michel Louis Levy, it is doubtful it will ever reach 60 million because of a low fertility rate and weak immigration. Levy expects the population to peak in another 15 years and then decrease slightly.

In usual Gallic fashion, Levy believes 55 million is a nice round number because the physical area of France is 550,000 square kilometers, so France is now among the countries with 100 people per kilometer. Also, France's death rate is 10 per 1000 or 550,000 deaths per year.

In a March release of *Population et Societes* from the l'Institut National d'Etudes Demographiques, Levy notes that the marriage rate in France broke a record in 1984 — at 5.2 people per 1,000, it was a peacetime low. Subtracting remarriages and considering only people in the usual marrying ages, this figure is even lower. This means that at the present rate, a whopping 45 percent of men and 42 percent of women in their 50s will be single, compared with the present rates of 10 percent of men and 7 percent of women. Illegitimate births are on the rise. The fertility rate is up slightly, from 1.79 children in the lifetime of the average woman in 1983 to 1.81 in 1984. Fertility is up for women aged 25 to 34 and down for younger and older women.

With relatively few births and deaths, the French population is bound to age. At 29 percent of the total population, the proportion aged 0 to 19 is the lowest ever. Given the low birth rates from 1914 to 1918, France's population pyramid bows in near the top, but there is a slight bulge at the top for people over the age of 85 who are now 1.2 percent of the population.

—Translated and summarized from the French by Martha Farnsworth Riche.

WEST GERMANY

Despite the aging of the population in West Germany, deaths in 1984 decreased by about 3 percent over the previous year. The biggest killer in 1984 was circulatory system disease which claimed 352,000 of the nearly 700,000 lives taken that year. Cancer came in second, causing about 158,700 deaths or 22.8 percent of the total, proportionally higher than 1983's 22.4 percent, but representing a decline in actual numbers of 2,300. Of the cancer deaths, one-sixth were from cancer of the lungs or other respiratory passages. Injuries from poisonings accounted from 38,000 more than 5 percent of the total. The statistics are from the Federal Bureau of Statistics, via the German Information Center in New York.

ITALY

The Italian woman is adjusting to changing times. She is the manager of the household, very busy, has a husband who helps with the chores, is increasingly better educated, has fewer children, and is relatively well placed on the labor market, but she still favors part-time work.

These results are from a survey conducted by the Italian Vocational Training Research Institute (ISFOL). The survey, which was carried out over a period of three years, covered every region in Italy and included 5,088 families and 7,330 women. In each case, two typical days — a working day and a nonworking day — were analyzed. The study provides the following picture:

The number of children in each family continues to decrease (to 1.6), but on the other hand, the number of people described in the survey as "relatives living in the household,' is growing. Many of the younger women and even some of those over age 25 say they are not especially interested in children and marriage. Even when they are working and independent financially, they prefer to remain with their parents because of "emotional ties," but also because it is "convenient and comfortable."

Over half the women with a man in the household devote more than five hours a day to housework. Even the 20 percent who say their partner helps with the work, continue to bear the main burden of domestic duties. This includes not only routine housework but also certain kinds of "services," such as cleaning, repairing household items, or taking children back and forth to school.

Fewer and fewer Italian women take a long maternity leave from work because it would make their reintegration into the labor force difficult. Part-time work is preferred by 80.5 percent of the women because they want more time with the family, leisure for their own interests, and time to improve their education.

—Adapted from the Cedefop News, Center for the Development of Vocational Training, Berlin.

ASIA

BURMA

Burma recently released the results of a national census conducted in the spring of 1983. It has a population of 37 million, with an average population density of 52 persons per square mile. However, two-thirds of the population live in the central plateau and southern delta regions along the Irrawaddy River. The 25 million people who make up the ethnic majority, the Burmese, comprise about 68 percent of the population.

—Population Headliners, June 1985.

INDONESIA

Since the beginning of this century, the government of Indonesia has carried out transmigration projects to encourage the underused labor force in Java to take advantage of the underused land of the Other Islands.

The objectives of Indonesia's transmigration program are to improve employment opportunities and incomes for poor and landless laborers from Java, Madura, Bali, and Lombok and to relieve population pressures on these islands, especially in environmentally vulnerable areas. Further, the program aims at promoting balanced regional development and at increasing the production of food and tree crops.

The transmigration program is voluntary and applicants are placed on waiting lists. The current list includes more than 445,000 heads of households, which exceeds the current capacity of settlement sites.

Most settlers are young, recently married, and have some farming experience. The majority come from the overpopulated upland rural areas of Java. They are provided with transport to their new homes, two or three hectares of land, a house, and food for up to 18 months. The settlers also receive seeds, fertilizers, pesticides, and implements for about three years. The settlements supply social services such as water, health dispensaries, and schools.

In Java, it is estimated that the transmigration program reduces the annual rate of population growth by about one-third. The program for 1984 to 1989 aims at decreasing the population growth rate in the island from 1.7 percent to 1.1 percent a year.

The impact on the labor force is even more significant. During 1979 to 1984, transmigration resulted in the creation of about 700,000 jobs. For 1984 to 1989, the program is expected to create an average of 200,000 jobs a year, equivalent to about 30 percent of the annual increase in the labor force in Java.

Transmigration has also had an effect on the country's social welfare, providing improved education and health services to transmigrant families. Further, it has helped regional development and provided an economic justification for building roads and bridges in sparsely populated areas. Another positive effect is that soil exhaustion and erosion have arrested in the most densely populated areas of Java. Much of the transmigration effort has been funded through the World Bank.

AFRICA

MAURITIUS

The most recent statistical summary from Mauritius, a small island off the eastern coast of Madagascar, shows a total population of 969,100 people. About 42 percent of the population lives in urban areas. Nearly a third of the population is under age 15, and nearly 40 percent is under age 18. Only 7 percent of the population is aged 60 and over.

MAURITIUS EMPLOYMENT IN LARGE ESTABLISHMENTS BY INDUSTRY: 1983

Community, social, personal services	63,129
Agriculture and fishing	55,888
Manufacturing	38,054
Wholesale, retail trade, restaurants, hotels	8,806
Transport, storage, communications	7,724
Finance, insurance, real estate, business services	4,615
Construction	4,436
Utilities	4,133
Mining and quarrying	165
Not otherwise specified	6,224
Total employment	193,174

In 1983, Mauritius had a net increase of 9,400 people. There were 10,000 marriages, and the birth rate was 75.8 per 1,000 women aged 15 to 49.

Tourism is important to Mauritius. In 1983, there were 123,600 visitors to the country, up about 5,000 from the prior year. Twenty-six percent of tourists came from Reunion, 17 percent from France, and 21 percent from South Africa. The rest came primarily from other African nations, Italy, U.K., Germany, India, and Australia. The average tourist spent 11 nights.

In 1982, there were 634 medical practitioners, 71 dentists, and 2,094 nurses and government midwives. There were 11 hospitals with a total of 107,244 hospital admissions recorded in 1982. Other medical facilities included 104 family-planning clinics, 33 supply centers, 89 maternal- and child-health clinics, and 62 public dispensaries.

In 1983, there were 268 primary schools and 127 secondary schools on Mauritius. Total enrollments were 133,255 children in primary school and 75,963 children in high school. The University of Mauritius had 321 students, most in the school of administration.

The table shows the employment structure in Mauritius. •

continued from page 8

Strong economic growth, low inflation, and financial stability can be attained and international capital can resume its productive role in economic development, according to the report, depending on the policy choices made by governments.

The policy choices of governments — of both developed and developing countries — will largely determine whether the global economy will attain faster and more stable growth and whether creditworthiness will improve for every group of developing countries, the staff study says. These goals can be achieved in the next five years, the report contends, and offers a "realistic" set of assumptions in support of economic scenarios that lead to these goals.

"The financial links between industrial and developing countries have become as integral to the world economy as trade has hitherto been," the report says. "The world has made progress in overcoming the financial difficulties of the early 1980s, but it still has much to do. Debt cannot be seen in isolation, as something that occasionally becomes a 'crisis' needing urgent attention."

This is an important reference work for anyone working on global economic analysis.

Demographic Yearbook, 1983. Statistical Papers, Series R, No. 13, 1985, New York: United Nations, pp. 1083, $90 hardcover; $80 paper. Order from United Nations Sales Office, New York, NY 10017.

This is the 35th edition of a comprehensive collection of international demographic statistics. It includes data on population size, births, deaths, marriage, and divorce for about 220 countries or areas of the world.

The results of the 1980 round of population censuses are featured as the special topic in this edition. Demographic and social characteristics include population by single year of age and sex, national and/or ethnic composition, language and religion. Geographic characteristics by major civil division and educational characteristics include literacy, educational attainment, and school attendance.

Travel Industry World Yearbook: The Big Picture — 1985, by Somerset R. Waters, 1985, New York: Child and Waters, Inc., 136 pp., $49 plus $3 mailing charge. Order from Child and Waters, Inc., 516 Fifth Ave., New York, NY 10036; telephone (212) 840-1935.

In 1985, more than 6 million Americans are expected to travel to Europe. And Americans aren't the only ones traveling to foreign shores. In 1984, more than 2 million Japanese visited the United States. These are two of hundreds of interesting statistics gleaned from the 1985 edition of the *Travel Industry World Yearbook.*

From reviewing this yearbook, which offers a country-by-country description of travel trends, the reader can learn that in the last few years Turkey has had one of the fastest-growing rates of nights spent. In 1983, foreign tourists spent 2.6 million nights in hotels in Turkey, compared with 3.0 million nights in Sweden or 19 million nights in Germany. The reader could also learn that since a sharp decline between 1979 and 1980, there has been a steady increase in travel between the United States and the Soviet Union. In 1979, 57 million people traveled from the U.S. to Russia; in 1980, only 18 million people made the trip; and by 1983, the number had risen to 50 million.

Besides detailing statistics that show how the travel industry is changing, the author also comments on how travel effects the economy. World travel is a $4-billion-a-day business, he says, and on a worldwide basis, tourism generates 59.8 million jobs. In 1983, according to the *Yearbook,* there were 13 million tourism-related jobs generated in the United States, 13.4 million such jobs in Europe, 6.7 million jobs in Canada and the Pacific, and 26.7 million in the rest of the world.

In 1982, the 10 countries that launched the most tourists (as measured in their expenditures worldwide) were West Germany, the United States, the United Kingdom, France, Mexico, Japan, Canada, Netherlands, Venezuela, and Switzerland. The countries that benefited most from tourists were the U.S., Italy, Spain, France, U.K., West Germany, Mexico, Austria, Switzerland, and Canada. •

COMING UP

Buenos Aires — the Paris of South America — is the most European of all Latin American capitals. The October issue explores the consumer markets in its neighborhoods.

Consumer markets can be created in the Third World — how one organization makes it work.

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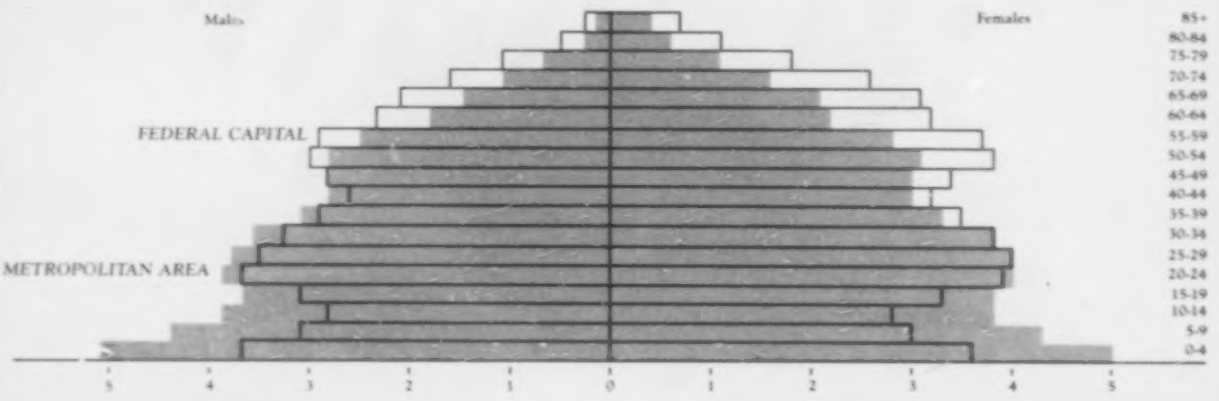
POPULATION OF BUENOS AIRES BY AGE AND SEX: 1980



AREA PROFILE

BUENOS AIRES

Sometimes called the "Paris of South America," Buenos Aires, Argentina is undoubtedly the most European of all Latin American capitals. Its stately boulevards and sidewalk cafes remind one of Paris, its subway and its financial district of London, its ethnic neighborhoods of Rome or Naples.

Few capitals in the world reflect so little of the culture of their hinterland. Nevertheless, all these cosmopolitan flavors have their history; Argentina was built on French culture, British commercial interests, and the labor of Italian and Spanish immigrants. Buenos Aires received more immigrants than any other part of the country. As Argentina's foremost poet, Jorge Luis Borges, once put it: "Our tradition is all of Western culture."

Throughout the colonial period, Buenos Aires was a small harbor of little importance at the meeting point of the *pampas*, or prairies, and the River Plate. Actually, the River Plate is not a river, but a broad estuary into which flow the Rivers Parana and Uruguay. The harbor of Buenos Aires was scarcely used because the Spanish Crown favored Lima. As late as 1850, the city had less than 90,000 inhabitants and struggled to extend its authority over a nation of less than 1.5 million.

The 6 million European immigrants that entered the country between 1860 and 1930 affected its social fabric to a degree equal only to that of the United States in the 19th century. Settling mostly in the largest cities in the east, the migrants were responsible for the explosive growth of Buenos Aires and its suburbs during the half century preceding World War I: from 174,000 inhabitants in 1869 to 666,000 by 1895 and 1.93 million by 1914. Although Italians and Spaniards predominated, almost any New York City surname can be found in the current Buenos Aires phone book.

After 1914, the rhythm of growth in the metropolitan area slowed down somewhat, to an average of 2.5 percent a year. Even so, as internal migration gradually replaced the earlier European immigration wave, Buenos Aires expanded more rapidly than the nation as a whole, which grew only by

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THIS MONTH: BUENOS AIRES

NATION WITHIN A NATION

With more than a third of the entire national population, Greater Buenos Aires frequently gives the impression of a "nation within a nation." Indeed, it is one of the classical examples of a primate city, as the following figures for 1980 illustrate.

The Federal Capital and Greater Buenos Aires as a percentage of the Argentinian:	*Federal Capital*	*Greater Buenos Aires*
Population	10.5%	34.9%
Population under age 15	6.5	30.6
Population over age 65	19.0	41.1
Households	12.9	37.6
Households under poverty limit	4.0	22.8
Population with higher education	29.9	47.0
Economically active population	11.9	37.5
Female labor force	16.4	42.3
Industrial labor force	9.7	45.7
Labor force in financial activities	29.3	55.1
Professionals	31.9	49.8
Foreign-born population	20.3	59.2
Owner-occupied homes	13.0	40.3
Houses	4.4	29.9
Apartments	52.8	74.3
Homes with running water	21.0	41.2
Homes connected to general sewerage	37.4	57.7

Source: INDEC, *Censo Nacional de Poblacion y Vivienda de 1980*; INDEC, *La Pobreza en la Argentina*, 1984

about 1.9 percent a year during the same period. In 1914, the Metropolitan area accounted for 26 percent of the national population. In 1947, when Greater Buenos Aires had 4.66 million inhabitants, this share had risen to almost 30 percent. By 1960, its population had reached 6.74 million and by 1970, 8.32 million.

ADMINISTRATIVE DIVISIONS

Today, the metropolitan area, or Greater Buenos Aires, holds almost 11 million inhabitants. Although gradually losing out to Rio de Janeiro, it is still the second largest urban area in the southern hemisphere, after Sao Paulo, and one of the ten largest in the world. According to United Nations projections, its population is expected to increase to 13.2 million by the year 2000.

The City of Buenos Aires proper, which will be referred to as the Federal Capital from now on, is an important seaport occupying an area of 77 square miles on the banks of the River Plate. The city now accounts for less than 30 percent of the metropolitan population, a total of 2.92 million inhabitants in 1980, divided among the 20 school districts that are the basic enumeration unit for the 1980 census tabulations.

Most *portenos*, as the inhabitants of Buenos Aires are usually called, now live in one of the 19 peripheral municipalities or *partidos* that form a semicircle with a total area of 1,421 square miles around the Federal Capital. Together, the partidos had 6.84 million inhabitants in 1980; they belong to the so-called Province of Buenos Aires, with a total population of 10.87 million.

The partidos of General San Martin, Lanus, Lomas de Zamora, Moron, San Isidro, Tres de Febrero, and Vicente Lopez are completely urban. The small rural areas of some of the other partidos, with a total of 56,453 inhabitants, are not usually considered to be part of the metropolitan area, although they will be included in most of the statistics mentioned in this article. The partido most affected is Florencio Varela, which is 6.4 percent rural.

On the other hand, the urban growth of Greater Buenos Aires is spreading into some of the neighboring partidos, which do not formally belong to the metropolitan area, such as Escobar (pop. 81,385 in 1980) and Pilar (84,429) to the north, General Rodriguez (32,035) and Marcos Paz (20,225) to the west, and Canuelas (25,391) and San Vicente (55,803) to the south. Also becoming integrated into this larger conurbation is La Plata (pop. 477,175), the capital of the Province of Buenos Aires, which lies to the southeast of the metropolitan area.

PARTIDOS AND NEIGHBORHOODS

Increasingly, the Federal Capital is becoming a middle class residential area, as its rich move out toward the northern suburbs and its poor toward the southern and western "ciudades dormitorios," or dormitory towns. Most industry is concentrated in the peripheral areas south of the city: Lanus, Lomas de Zamora, Quilmes, and Avellaneda. Avellaneda is one of the major industrial centers in the country. Apart from being known for its hides and wool, it has an important food processing industry. Quilmes has one of the world's largest breweries. Further to the south, Florencio Varela is the site of several chemical plants. To the northwest of the Federal Capital, General San Martin is another industrial center of some importance, whereas the small holiday resort of Tigre is also known for its wood processing industry.

The other partidos on the northern coast, especially San Isidro and Vicente Lopez, are primarily residential. On the whole, this is the richest area within the periphery of Buenos Aires, and many of the city's well-to-do live here, commuting to the center by car or suburban train. The working class lives predominantly in the most populous suburbs to the south and west, where land prices and rents are lower, e.g. La Matanza, Moron, Lomas de Zamora, General Sarmiento, and Lanus. The older industrial areas, like Avellaneda, Lanus, General San Martin, and Tres de Febrero, have virtually stopped growing and now possess a more or less acceptable ur-

INTERNATIONAL DEMOGRAPHICS

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ban infrastructure. The newer, more distant dormitory towns, such as Almirante Brown, Esteban Echeverria, General Sarmiento, La Matanza, Merlo, and Moreno, are poorer and more deficient in terms of housing and urban infrastructure.

On the whole, the social indicators of the Federal Capital are more favorable than in the surrounding partidos. However, a major dividing line is formed by the Avenida de Mayo and its continuation, the Avenida Rivadavia, which runs from the Plaza de Mayo and the Government Palace, the Casa Rosada, toward the west. Traditionally, the most prosperous neighborhoods are located to the north of this line, especially in the first, second, and ninth school districts, jointly known as the "Barrio Norte." It comprises the financial district, the neighborhoods of Retiro, Recoleta, and Palermo, as well as part of Balvanera, Almagro, Vila Crespo, Charita, and Colegiales. During the 1870s, the city's aristocracy moved to this area to escape the recurrent epidemics that hit the harbor and center. In 1970, it was home to 7 percent of the Metropolitan population, but 28 percent of the people in the highest income groups.

The first school district covers most of the city's commercial center, including the Avenida 9 de Julio, one of the widest in the world, the Calle Lavalle with its many restaurants, and the fashionable shops on the Calle Florida and Avenida Sante Fe. Although already the city's most densely populated area, the second school district maintains a high growth rate, spurred by the construction of new apartment buildings. Another rapidly growing area is the tenth school district, in the extreme north, which comprises the neighborhoods of Belgrano, Nunez, Coghlan, and Saavedra. Like its neighbors, the Barrio Norte and the partido of Vicente Lopez, this area grows primarily through the expansion of housing for the middle and upper class. Belgrano has the highest land prices of the Metropolitan Area.

On the other side of the center, toward the south, is the harbor district, with some of Buenos Aires' traditional ethnic neighborhoods. The Italians, the largest immigrant group, are now quite evenly spread throughout the metropolitan area. Nevertheless, the fourth school district, and especially the neighborhood known as "La Boca," on the mouth of the Riachuelo river, preserve some of the Italian character of earlier years of the century. Today, La Boca is a bohemian and rather decayed neighborhood with noisy bars and dance halls, little pizza parlors, and tenements housing many artists, as well as recent immigrants from other provinces and neighboring countries

The third school district, with the neighborhoods of Monserrat, Constitucion, San Cristobal, and part of Balvanera and Sal Telmo, has a relatively large foreign-born population even today. Traditionally, Spaniards, Italians, and smaller numbers of French and Russian immigrants settled in this area. More recently, it has also attracted immigrants from Poland, as well as neighboring countries and other provinces within Argentina. San Telmo has a famous antique market reminiscent of London's Portobello Road. On the whole, the area south of the center has decayed in recent years, a situation which has not been helped by the construction of an expensive, but largely unused toll highway through the middle of the neighborhoods of San Telmo, Constitucion, and San Cristobal. Like the first school district, the third lost

POPULATION OF BUENOS AIRES BY AGE AND SEX: 1980

FEDERAL CAPITAL

age	*total*	*male*	*female*
All ages	2,922,829	1,327,409	1,595,420
0-4	211,387	106,982	104,405
5-9	180,088	91,118	88,970
10-14	163,988	81,671	82,317
15-19	187,623	89,806	97,817
20-24	222,434	107,603	114,831
25-29	219,102	103,358	115,744
30-34	209,496	97,658	111,838
35-39	188,059	85,913	102,146
40-44	170,045	77,009	93,036
45-49	181,774	82,500	99,274
50-54	199,298	88,220	111,078
55-59	193,569	85,149	108,420
60-64	160,781	66,979	93,802
65-69	153,871	62,040	91,831
70-74	121,907	46,953	74,954
75-79	85,187	31,326	53,861
80-84	47,436	15,372	32,064
85+	26,784	7,752	19,032

METROPOLITAN AREA*

age	*total*	*male*	*female*
All ages	9,766,030	4,695,592	5,070,438
0-4	989,984	501,510	488,474
5-9	855,716	433,242	422,474
10-14	750,320	377,450	372,870
15-19	739,130	366,050	373,080
20-24	774,233	384,030	390,203
25-29	755,145	368,427	386,718
30-34	715,883	349,227	366,656
35-39	632,397	306,942	325,455
40-44	567,836	274,578	293,258
45-49	566,629	273,559	293,070
50-55	572,139	268,779	303,360
55-59	512,301	240,381	271,920
60-64	391,840	174,914	216,926
65-69	349,794	149,424	200,370
70-74	262,758	107,367	155,391
75-79	179,648	70,086	109,562
80-84	96,572	33,137	63,435
85+	53,705	16,489	37,216

**Including the small rural population of 56,453 that does not formally belong to the metropolitan area.*

Source: INDEC: Censo Nacional de Poblacion y Vivienda de 1980 population during the past decade. Along the main avenues, there is a beginning of urban renewal, as new high-rise apartment buildings gradually replace older tenements.

The poorest neighborhoods are in the less densely populated region toward the extreme south and southwest, in the fifth, 13th, 19th, and 20th school districts, e.g., Barracas, Nueva Pompeya, Vila Soldati, Vila Riachuelo, and Mataderos. The southern border of the Federal Capital, with the adjacent census tracts of the partido of Lomas de Zamora, is one of the most depressed within the entire metropolitan area.

POPULATION GROWTH

During the past decade, for the first time in its recorded history, Greater Buenos Aires registered a slower growth rate than the nation as a whole: 1.6 percent a year compared to a national average of 1.8 percent a year. Apart from a slight upturn following World War II, the pace of growth has continually slowed from the more than 5 percent per year of the period between 1895 and 1914. Until the 1930s, most of the increase occurred within the Federal Capital. Since then, however, the population of the Federal Capital has remained almost stationary. In 1980, it was actually smaller than in 1947, due to a 1.7 percent decrease during the past decade.

By contrast, the peripheral municipalities registered a population increase to 5 million in 1970 and 6.84 million in 1980. Consequently their relative weight increased from 37 per-

POPULATION CHARACTERISTICS OF PARTIDOS OF GREATER BUENOS AIRES AND SCHOOL DISTRICTS OF THE FEDERAL CAPITAL

	population in 1980	*population density in 1980*	*annual rate of population growth 70-80*	*percent over age 65*	*percent college educated**
Partidos					
Almirante Brown	331,919	7,043/sqm.	3.1%	6.5%	3.5%
Avellaneda	334,145	15,728	-0.1	10.7	5.0
Berazategui	201,862	2,780	4.7	5.1	2.9
Esteban Echeverria	188,923	1,297	5.4	5.6	2.9
Florencio Varela	173,452	2,180	5.8	4.0	1.4
General San Martin	385,625	17,828	0.7	9.2	4.3
General Sarmiento	502,926	6,643	4.8	4.7	2.5
La Matanza	949,566	7,611	3.7	9.6	3.7
Lanus	466,980	26,866	0.4	7.8	4.9
Lomas de Zamora	510,130	14,839	2.2	5.6	2.9
Merlo	292,587	4,456	4.5	5.4	2.3
Moreno	194,440	2,797	5.5	5.0	2.1
Moron	598,420	11,826	2.1	8.3	6.5
Quilmes	446,587	9,249	2.3	7.4	4.7
San Fernando	133,624	374	1.1	8.1	4.2
San Isidro	289,170	15,596	1.5	8.9	10.9
Tigre	206,349	1,484	3.1	5.8	2.8
Tres de Febrero	345,424	19,440	1.0	9.2	5.2
Vicente Lopez	291,072	19,322	0.2	12.1	13.4
Buenos Aires	2,922,829	37,930	-0.2	14.8	15.0
School districts					
I	296,850	53,000	-1.3	15.6	26.9
II	258,275	87,981	1.0	15.2	19.7
III	150,110	64,769	-1.6	17.6	13.0
IV	99,287	25,705	-1.2	14.5	8.7
V	96,932	21,633	-1.6	14.6	7.9
VI	155,729	82,277	0.5	16.3	11.1
VII	160,944	57,869	0.9	15.4	16.4
VIII	143,599	59,961	0.8	15.7	16.6
IX	254,674	38,784	0.9	13.4	21.0
X	215,218	37,394	1.2	13.7	19.9
XI	107,435	39,175	-0.1	15.7	12.0
XII	116,130	48,492	0.1	15.9	12.4
XIII	107,113	25,917	-1.5	14.6	6.6
XIV	102,678	29,210	-0.8	15.9	10.2
XV	104,110	32,868	0.1	15.3	12.4
XVI	89,671	30,150	-0.7	15.5	10.8
XVII	128,988	35,908	0.3	14.6	13.5
XVIII	105,325	30,986	-0.4	14.9	5.7
XIX	138,029	15,207	-0.3	9.2	4.0
XX	91,732	26,386	-0.5	13.4	6.7

**Percentage of the population over age 5 with some college education.*
Source: INDEC, Censo Nacional de Poblacion y Vivienda de 1980

AT A GLANCE
GREATER BUENOS AIRES

Oldest
Third District
Sixth District
Twelfth District

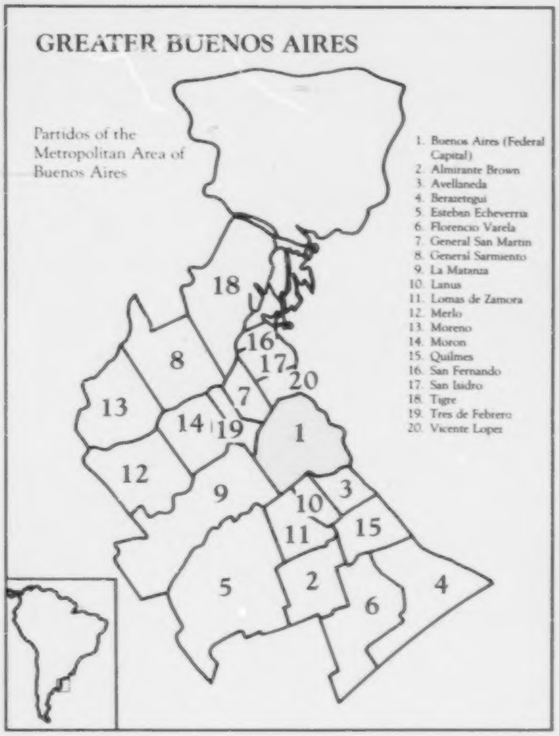
Youngest
General Sarmiento
Florencio Varela
Moreno

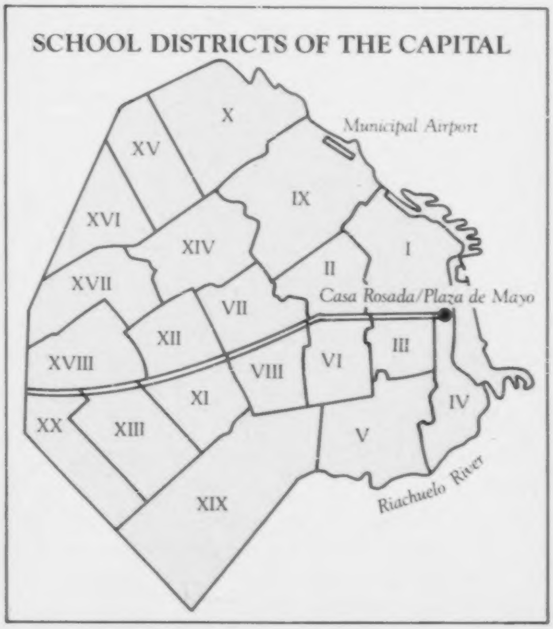
Densest
Second District
Sixth District
Third District

Sparsely Settled
San Fernando
Esteban Echeverria
Tigre

High Growth
Florencio Varela
Moreno
Esteban Echeverria

Population Loss
Eighth District
First District
Fifth District


GREATER BUENOS AIRES
Partidos of the Metropolitan Area of Buenos Aires
1. Buenos Aires (Federal Capital)
2. Almirante Brown
3. Avellaneda
4. Berazetegui
5. Esteban Echeverria
6. Florencio Varela
7. General San Martin
8. General Sarmiento
9. La Matanza
10. Lanus
11. Lomas de Zamora
12. Merlo
13. Moreno
14. Moron
15. Quilmes
16. San Fernando
17. San Isidro
18. Tigre
19. Tres de Febrero
20. Vicente Lopez
18
16
17
20
8
7
13
14
19
1
12
9
10
3
11
15
5
2
4
6


SCHOOL DISTRICTS OF THE CAPITAL
X
XV
Municipal Airport
IX
XVI
XIV
I
II
XVII
Casa Rosada/Plaza de Mayo
VII
XII
III
XVIII
VIII
VI
XI
IV
XX
XIII
V
XIX
Riachuelo River

Working Class
La Mantanza
Moron
General Sarmiento
Lanus

Best Educated
First District
Second District
Ninth District

Most Apartments
First District
Second District
Third District
Ninth District

Most Affluent
San Isidro
Vicente Lopez
First District
Second District
Ninth District

Poorest
Fifth District
Thirteenth District
Nineteenth District
Twentieth District
Lomas de Zamora

BRITISH POPULATION

While the population of England and Wales grew only 0.3 percent between 1981 and 1984, some age groups grew more than others. The number of children 0 to 4 increased by 4.2 percent, according to the Office of Population Censuses and Surveys, while school-aged children — ages 5 to 15 — decreased by about 8.5 percent. Among working-age adults, the only group to grow was those aged 35 to 44 which increased 10 percent. And while the elderly between the ages of 60 and 74 decreased by 2.7 percent, the "older" elderly — those aged 75 and over — grew by 8 percent.

The dependency burden has shifted in England and Wales. In 1984, 47 percent of the "dependent" population was of pensionable age, compared with only 45 percent in 1981 and only 40 percent in 1971. At the same time, the number of children has declined slowly, thus shifting the dependent population from the young to the old.

BLINDNESS INCREASES IN NEPAL

Cataracts, retinal disease, glaucoma, trachoma, and trauma are causing Nepal's population to go blind at a rate 27 times higher than the rate in the United States.

A recent survey by Nepalese health officials found that Nepal has 100,857 blind people, nearly as many as are found in the United States which has a population 16 times that of Nepal.

Women are more likely to go blind than men and two-thirds of the cases can be traced to cataracts, according to a report in *Population Headliners*, published by ESCAP.

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cent of the metropolitan population in 1947 to 70 percent in 1980. The fastest growing partidos are the most distant ones, which still have room for expansion. Florencio Varela, Moreno, Esteban Echevarria, General Sarmiento, Berazategui, and Merlo all grew by more than 50 percent during the 1970s. On the other hand, with the expansion of La Matanza, all partidos immediately bordering on the Federal Capital grew by less than 25 percent, whereas Avellaneda registered a small population loss.

The population losses of the Federal Capital are not evenly spread. The sharpest decrease has occurred in the old center, including the financial district, and in the southeastern region, the first, third, fourth, and fifth school districts. Smaller losses were registered in the 13th and 20th school districts. At the same time, however, the central and northern portions of the city — the second, sixth, seventh, eighth, ninth, and tenth school districts — grew.

HOUSEHOLDS, FERTILITY, AND MORTALITY

According to the 1980 Argentinian census, the distribution of household types is similar to that of any large American city. Fifty-five percent of the metropolitan population lives in nuclear families, with both parents present. In the Federal Capital, this percentage was slightly lower (53 percent), but the proportion of those living in small nuclear families, consisting of both parents with up to two children, was higher: 42 percent in the Federal Capital, compared to 37 percent in the metropolitan area as a whole.

The pattern of small families in the Federal Capital is also evident from the distribution of the 457,659 nuclear families with both parents present by number of children: 36 percent have no children, 27 percent one, and 25 percent two children. The 68,088 incomplete nuclear families, with one parent missing, also are small: only 10 percent had more than two children.

To complete the image of a family pattern similar to that of a large American city, Buenos Aires had 155,299 one-person households, almost 17 percent of the total, which accounted for 5.6 percent of its population. One-person households are especially common in the first, second, and third school districts, where more than 7.5 percent of the people live by themselves. In the peripheral municipalities, mean household sizes were somewhat larger: 3.86 persons, against 3.00 in the Federal Capital and a national average of 3.84. Here, one-person households accounted for only 2.1 percent of the population and couples without children for 6.4 percent. One the other hand, 37 percent of the population of the surrounding suburbs lived in some kind of extended or composite household, compared to 35 percent in the Federal Capital.

A low birthrate (18.1 per 1,000 in 1979), high life expectancy (slightly over 70 years), and some net outmigration combine to make the population of the Federal Capital the oldest of any large Latin American city. In 1980, its median age was 36.7 years, considerably higher than the national figure of 27.2 or the U.S. figure of 30 years. Actually, Buenos Aires median age is as high as that of the Federal Republic of Germany. The proportion of the population over age 65 was 14.9 percent, higher than both the national figure of 8.2 percent or its U.S. equivalent of 11 percent. Consequently, the death rate was relatively high (12.7 per 1,000 in 1979), despite a favorable life expectancy. The median age of the surrounding municipalities (27.6 years in 1980), on the other hand, was only slightly higher than the national average, whereas their percentage of the population above retirement age (7.4 percent) was actually somewhat lower.

The birthrates of these municipalities were also higher than in the Federal Capital, ranging from 16 per 1,000 in Vicente Lopez (1979) and 19 in San Isidro to 29 in General Sarmiento and 34 in Moreno.

MIGRATION

The importance of international migration to the formation of the modern Argentinian nation, and particularly its capital, can hardly be exaggerated. In 1914, 30 percent of the national population and almost half of the population of the city of Buenos Aires consisted of foreigners. Since then, the share has gradually declined, reaching 13.2 percent in 1980. For the metropolitan area as a whole, it was 11.5 percent.

The principal groups of foreign born are still the Italians (328,289 in 1980) and Spaniards (257,508). Most immi-

EMPLOYMENT IN GREATER BUENOS AIRES AND ARGENTINA BY SEX: 1980

type of employment	*males*	*females*	*total*
Metropolitan Area of Buenos Aires			
Agriculture, forestry, and fishing	30,422	4,407	34,829
Mining	3,871	1,123	4,994
Manufacturing industries	770,235	254,924	1,025,159
Utilities	35,020	3,622	38,642
Building and construction	338,673	11,550	350,223
Commerce	524,443	202,122	726,565
Transport and communication	194,709	18,979	213,688
Finance, insurance, and real estate	138,550	79,517	218,067
Services	378,844	507,020	885,864
Other Activities	175,637	74,511	250,148
Total	2,590,404	1,157,775	3,748,179
Argentina			
Agriculture, forestry, and fishing	1,123,138	77,854	1,200,992
Mining	44,194	2,977	47,171
Manufacturing industries	1,556,028	429,967	1,985,995
Utilities	94,789	8,467	103,256
Building and construction	981,251	21,924	1,003,175
Commerce	1,221,063	481,017	1,702,080
Transport and communication	424,671	35,805	460,476
Finance, insurance, and real estate	265,475	130,229	395,704
Services	1,044,416	1,354,623	2,399,039
Other activities	494,678	196,624	691,302
Total	7,249,703	2,739,487	9,989,190

Source: INDEC, Censo Nacional de Poblacion y Vivienda de 1980.

grants from Eastern Europe, especially Poles (42,708), Germans (16,636), and Yugoslavs, (15,058) came after World War II. In recent years numbers of citizens from neighboring countries have arrived, especially Paraguayans (163,720), Uruguayans (91,212), Bolivians (43,272), and Chileans (40,710).

Internal migration to the metropolitan area continues to be strong. Of the 1.5 million people who changed their residence between provinces during the 1975-80 period, 49 percent went to Greater Buenos Aires. In 1980, the Federal Capital counted almost 740,000 inhabitants born in other regions of the country, i.e., 25.3 percent of its entire population. In the surrounding partidos, this share was higher, about 3.2 million, or 47 percent, including 1.4 million born in the Federal Capital. On the whole, the dominant movement is out of the Federal Capital, toward the peripheral municipalities. During the second half of the past decade, the former suffered by far the largest out-migration of any major geographic unit in Argentina, whereas the latter was by far the largest net receiver of migrants from other provinces.

Of the 1980 population age 5 and over of the Federal Capital, 101,821 had lived in other parts of the metropolitan area in 1975, but the reverse was true for 294,520 inhabitants of the surrounding partidos. The other provinces that accounted for many of the 1980 residents of the metropolitan area were mostly those to the north of Buenos Aires: Entre Rios (305,269), Corrientes (281,634), Santiago del Estero (272,741), Santa Fe (226,857), Tucuman (224,482), Cordoba (202,303), and Chaco (200,787).

RACE, ETHNICITY, AND RELIGION

Argentina is by far the "whitest" South American nation, and most of its people are of Southern European descent.

Buenos Aires is almost entirely European. Just as the neighborhoods of immigrant groups have shifted in cities such as New York, the groups in Buenos Aires have shifted as well. The Spaniards, Uruguayans, and Poles predominantly settled in the Federal Capital, whereas the Paraguayans, Portuguese, and Yugoslavs live mostly in the surrounding partidos. The first, second, third, and fourth school districts received many Italian, French, Russian, and Syrian-Lebanese immigrants earlier in the century. Today, however, the entire central and southern area of the Federal Capital houses a large number of migrants from neighboring countries and other provinces of Argentina.

Catholicism is Argentina's constitutional religion, held by more than 90 percent of the population. However, Buenos Aires, with its heterogeneous ethnic make-up, also has various smaller Protestant and other religious groups. Its Jewish community, with 450,000 people, is one of the largest anywhere outside Israel.

HOUSING

Housing conditions in Buenos Aires are relatively good compared to other metropolitan areas in Latin America. In the 1950s, intense internal migration caused the growth of slum settlements, the so-called *villas miseria*, on the edges of town. During the military governments of the 1970s, many of these were removed from the Federal Capital by force. Their inhabitants generally moved to more distant locations in the periphery.

In 1980, the number of *ranchos*, or slum dwellings, and low-quality houses (without running water, sewerage, or solid floors) in the Federal Capital was only 8,540, or 0.9 percent of all housing units, but in the neighboring partidos it reached 421,231, or 24.0 percent, compared to a national average of 27.9 percent.

Apartments make up 73 percent of housing units in the Federal Capital. In the first, second, third, and ninth school districts, the proportion reaches 85 percent or more. In the neighboring partidos, however, apartments are only 15.5 percent. In the partidos, houses with independent access to the street make up nearly 72 percent of housing units. The majority — about 83 percent — are owner-occupied and 84 percent are considered of satisfactory quality.

In the Federal Capital, the percentage of rented homes is higher (24.8 percent) than in the peripheral municipalities (12.2 percent). There are a fair number of tenements (27,897 or 3.2 percent), mostly concentrated in the southeast. In the fourth school district they comprise 23.3 percent of all housing units; in the fifth, third, and sixth school districts, the percentages are 9.0 percent, 8.4 percent, and 6.8 percent respectively. In the peripheral municipalities, this kind of housing is uncommon.

The number of persons per occupied dwelling in the Federal Capital is now the lowest anywhere in the country, 3 persons, down from 4.3 in 1960. It is slightly less than three in the second and first school districts. These areas, as well as the ninth and tenth school districts, also have high vacancy rates of over 16 percent. For the Federal Capital as a whole, the vacancy rate was 15.6 percent in 1980, one of the highest in the country.

High vacancy rates and the general economic crisis have pushed the real estate market into a slump in recent years. In the peripheral municipalities, however, there is rapid growth; the vacancy rate was 8.9 percent, one of the lowest in the country. Here, the number of persons per occupied dwelling is also higher, about 3.9, slightly down from 4.2 in 1960. Another illustration of the growth of this area is that 40 percent of all homes existing in 1980 had been constructed during the 1970s; in the Federal Capital, only a quarter of homes were constructed in the 1970s.

The domestic facilities in the Federal Capital are quite satisfactory. In 1980, nearly 100 percent of all homes were connected to the electricity network, 99 percent to the general water supply, 98 percent to the general sewerage, and 94 percent to the natural gas distribution system. Ninety percent had baths with hot and cold running water.

In the neighboring partidos, these rates were much lower, except for electricity which reached 97 percent of homes. Only 13 partidos were served by general sewerage and piped water with the general water supply reaching only about 50 percent. Only 34 percent of all homes were connected to the natural gas distribution system and 28 percent to the general sewerage. As alternatives, 63 percent of all homes used gas containers and 58 percent had a local sewerage disposal system. Baths with hot and cold running water were found in 52 percent of all homes. The percentage of households with deficient housing or sanitary conditions is estimated at over 15 percent in Almirante Brown, Berazategui, Esteban Echeverria, Florencio Varela, General Sarmiento, Merlo, Moreno, San Fernando, and Tigre. The least deficient partidos are Avellaneda, Lanus, San Isidro, and Vicente Lopez.

EDUCATION

Argentina is South America's most literate nation, and within its borders, Greater Buenos Aires has the highest literacy rate and the Federal District the highest education levels of any city. The literacy rate in the Federal Capital is nearly 99 percent and 97 percent in the Metropolitan Area as a whole: among native Argentinians it is 98 percent. In the neighboring partidos it is 96 percent and among the foreign-born, 94 percent.

> *"ARGENTINA IS SOUTH AMERICA'S MOST LITERATE NATION — AND GREATER BUENOS AIRES THE MOST LITERATE CITY."*

The proportion of the population without any formal schooling is small, ranging from a low of 1.3 percent in the first school district of the Federal Capital to a high of 6.4 percent in the partido of Florencio Varela.

In 1980, 95 percent of the population over age 5 in the metropolitan area had at least some primary education, whereas 33.5 percent had some secondary, and 7.8 percent some higher education. In the Federal Capital 48 percent had some high school and 15 percent some college. In the peripheral municipalities 27 percent had some high school and 5 percent some college. Almost 30 percent of all Argentinians with some college education live in the Federal Capital. The first, second, seventh, eighth, ninth, and tenth school districts score particularly high, with more than half of their populations over age 5 educated beyond the primary level.

School attendance is also high by Latin American standards. In 1980, 96 percent of the population aged 7 to 12 was enrolled in primary school, 45 percent of those aged 13 to 18 in secondary schools, and 14 percent of those aged 19 to 23 attend some form of higher education. Again, the latter two figures were considerably higher in the Federal Capital (62 percent and 25 percent respectively) than in the surrounding partidos (40 percent and 9 percent). In 1982, there were 1.3 million students in the 3,109 primary schools of the metropolitan area, 496,000 in its 1,292 high schools, and 237,000 in its 243 university departments and other institutions of higher learning. The city of Buenos Aires has a total of 11 universities. Two others exist in Lomas de Zamora and Moron.

TRANSPORT AND COMMUNICATIONS

The subway of Buenos Aires, in service since 1913 and locally known as "Subte," is Latin America's oldest. Its 58 stations and five lines, with a total length of 40 miles, handle a total of half a million passengers per day, roughly a fifth of those transported by the New York subway. Although the entire system covers only a relatively small portion of the Federal Capital, all but one of its lines have suburban railway extensions. A fleet of 15,000 buses (1980) completes the city's public transportation system. In addition, there were 619,000 private cars and 121,000 trucks registered in 1980. The metropolitan area counts two main airports: the municipal airport, for domestic flights, and the international airport of Ezeiza, in the partido of Esteban Echeverria, to the south. Their total passenger movement in 1982 was 3.4 million exits and arrivals on national and 1.7 million on international flights.

Argentina's press has visibly suffered under the consequences of seven years of military dictatorship, but continues to be one of the most reputable of the continent. About 45 newspapers are published in the metropolitan area, of which *El Clarin*, *La Nacion*, *La Razon*, and *El Diario Popular* are the only ones with a circulation of more than 100,000. The others include two in German and one each in English, Italian, and Yiddish. About 670 magazines of all sorts were published in the metropolitan area in 1980. Their annual circulation in Greater Buenos Aires was estimated at 110 million. In addition, about 27 million foreign magazines were sold in the area during the same year. The Federal Capital has three government operated and one private television stations. The Provincial Television (Channel 2),

TIPS ON TRADE

ELECTRICITY ONE KEY TO RECEPTIVE CONSUMERS

People in rural villages that have electricity are more apt to have low fertility rates and to be more receptive to new ideas, according to conclusions in an article in the June 1985 *Population Research and Policy Review.*

The article, "Rural Electrification and Fertility Change," written by Sarah F. Harbison and Warren C. Robinson reviews evidence from six studies in nine countries. In most cases, contraceptive knowledge was higher and fertility was lower in rural villages with electricity.

The evidence shows that electrification affects the village's agriculture economy because it provides greater irrigation, mechanization, and therefore increased yields. Electrification encourages the growth of small-scale industries. It improves the operating efficiency of schools and clinics.

In addition to these benefits, the authors add that "electrification can increase the flow of outside information, ideas and images to the village through radio and television and through increased time available for listening, viewing and reading in the evening. Even when the number of television sets, radios, or literate persons is small, the impact of such communications outlets spreads throughout the village."

Besides the impact on the village as a whole, electrification also has an impact on individual households, the authors found. The perception of the need for a large supply of unpaid family labor changes. The demand for consumer durables rises "and a more sophisticated pattern of consumption requirements, competing with child-related expenditures and time requirements" emerges.

People have more leisure time, and values and attitudes within the family may change as there is more opportunity for study and self-improvement.

The extent of electrification may be an important variable in determining whether an area is an appropriate market for certain kinds of goods and services.

A copy of the June 1985 issue of *Population Research and Policy Review* is available from Journal Information Center, Elsevier Science Publishing Company, Inc., 52 Vanderbilt Avenue, New York, NY 10017; telephone (212) 916-1250. A year's subscription to the *Review* (3 issues) is $71.

CONSUMPTION OF ELECTRICITY

(kilowatt hours/capita/year)

country	*1979*	*1981*
Africa	394	390
Algeria	336	366
Egypt	409	428
Ethiopia	22	21
Ghana	394	397
Kenya	113	111
Morocco	249	256
Mozambique	103	121
Nigeria	79	90
South Africa	3157	2957
Sudan	56	53
Tanzania	39	39
Uganda	37	33
Zaire	165	166
Asia	511	519
Afghanistan	58	63
Bangladesh	28	33
Burma	41	41
China	292	313
India	173	184
Indonesia	45	51
Iran	500	430
Iraq	627	465
Japan	5089	4958
Malaysia	661	662
Nepal	18	18
Pakistan	163	190
Philippines	366	384
Sri Lanka	110	125
Thailand	322	347
Turkey	533	549
Viet Nam	24	26
North America	7542	7511
Canada	13665	14198
USA	10435	10438
Mexico	906	991
South America	1046	1135
Argentina	1410	1400
Brazil	1089	1170
Chile	1020	1061
Colombia	754	853
Peru	535	553
Venezuela	2100	2623
Europe	4513	4607
Czechoslovakia	4687	4966
France	4615	5143
Germany (E)	5860	6121
Germany (W)	6068	6097
Italy	3278	3345
Netherlands	4590	4544
Poland	3319	3202
Romania	2913	3117
Spain	2805	2940
United Kingdom	5366	4974
Yugoslavia	2441	2651
USSR	4643	4880
Australia	6300	6907

Source: Yearbook of World Energy Statistics, *United Nations, 1981, selected from Table 43.*

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which broadcasts from La Plata, can also be received in the metropolitan area. The city also has 13 AM radio stations. Several others broadcast from various locations in the Province of Buenos Aires.

LABOR FORCE AND INCOME

Of the population over age 14, 3.83 million or 51.5 percent were considered economically active by the 1980 census, about the same as the national figure of 50.3 percent. Another 11.6 percent were retired and 7 percent were in school. In the Federal Capital, labor force participation was slightly lower because nearly 16 percent were retired and 8 percent were students.

Although working women are not as common as in the United States, they make up 31 percent of the labor force in the Metropolitan Area, somewhat more than the 28 percent share they held in the entire national labor force. Even married women frequently have jobs, especially in the Federal Capital where their labor force participation reached 26 percent in 1980. In the peripheral municipalities, this rate was somewhat lower, about 20 percent. The rates for single women, however, were similar, about 52 percent in the Federal Capital and 50 percent in the surrounding partidos.

About 50 percent of the economically active population consisted of heads of households with more than one person, 3.5 percent of heads of one-person households, and the remainder of other household members.

The unemployment rate for the metropolitan area is about average. In recent years, it has risen considerably, from 1.7 percent of the labor force in October of 1978, to 5.7 percent in

TIPS ON TRADE

TELEPHONES IN THAILAND

Look for the Far East to be an important market for telecommunications equipment through the 1990s.

A recent study of the social and economic effects of the rural telephone in Thailand by the East-West Center's Institute of Culture and Communication confirms that telephones are important even in rural areas. The study was done in cooperation with the Telephone Organization of Thailand.

"If a provincial Thai has a telephone, he will use it," according to a report on the study. "If he doesn't, he'll look for one."

According to the report in *Centerviews*, "Telephone communication in Thailand has expanded from 10,000 lines 25 years ago to more than 400,000 in 1985. Another half-million lines are due to be installed next year. By 1988, the total is expected to reach 1.8 million lines at an additional cost of some $1.6 billion. There will then be three lines per 100 people."

Tentative conclusions from the social aspects of the study state that modernization in Thailand "is beginning to affect the small-scale farmer in even the remotest province."

A significant majority of the study's participants said they need to call people outside their workplaces and nearly all said they need to contact family members who live away from home.

"Almost 60 percent of the phone users noted that time would be wasted if an office phone were not available, and more than 70 percent said they might have to travel 20 kilometers or more to use a phone if it were not available. Almost 30 percent of the respondents indicated they face a 3- to 20-day delay in their affairs without any phone available," the *Centerviews* report says.

Public telephones installed in rural areas would be used extensively and would produce the most revenues from long-distance calls, the report said.

KOREA'S PROSPECTS

If South Korea takes the advice of World Bank experts, it will concentrate its manufacturing efforts in the next decade on machinery, appliances, apparel, ship construction, and possibly steel.

While these industries have in common relatively low wage scale in Korea giving them a competitive advantage on the global market, the report comments that they also have other "attractive characteristics."

"In machinery, steel, and shipbuilding, both product and process technologies are stable; price and quality are important determinants of the ability to sell, and the steel industry produces relatively standardized products," the report states. "Success at selling higher quality garments depends on skill at design, flexibility at adapting products and low labor costs. The market for appliances covers a wide spectrum. There is a very large market for low priced, mass produced items of only moderate sophistication that can be captured once producers have mastered the technique of running efficient assembly line operations, practicing strict quality control and creating an apparatus to market and service products."

These comments are part of a 241-page country study, *Korea: Development in a Global Context*, available for $15.00 from World Bank Publications, P.O. Box 37525, Washington, DC 20013.

DISCRETIONARY SPENDING IN THE U.K.

About 22 percent of the approximately 22 pounds that the average British household spends per week on discretionary items goes for alcohol consumed away from home.

The only other items that come close are the 18 percent spent on holidays and the nearly 18 percent that goes for the purchase of television, radio, and musical instruments. Other large shares are taken by the 13 percent spent on eating away from home (but not at the workplace or school), and the nearly 11 percent spent for the purchase of materials for home repairs. Books, magazines, and newspapers consume about 10 percent of discretionary spending.

As a percentage of total household expenditure, households with two adults and those with two adults and one or two children spend the most on discretionary items — 16.4 percent and 15.3 percent of total household budget, respectively.

The patterns of spending discretionary income are based on 1983 data taken from the 1985 edition of *Social Trends*, available for $34.95 from Bernan Associates, 9730E George Palmer Highway, Lanham, MD 20706.

April of 1982. In addition, underemployment (less than 35 hours worked during the reference week) increased from 3.0 percent to 6.4 percent during the same period. About 60 percent of the unemployed are concentrated in the age group between 15 and 29 years.

The largest single employment category is manufacturing industry, more so in the peripheral municipalities than in the Federal Capital. The former hold 36 percent of Argentina's industrial labor force. In the latter, manufacturing comes third, after services and commerce.

Services, which in the country as a whole and in the Federal Capital form the largest category, come second in Greater Buenos Aires, but first in the case of women, 44 percent of whom work in service occupations. Agriculture and mining are obviously of little importance. The fact that Greater Buenos Aires accounts for 55 percent of the national employment in finance and real estate illustrates the geographical concentration of this sector. In the other categories, the figures are similar to the national averages.

Incomes are difficult to measure because of Argentina's astronomical inflation rate, which reached almost 700 percent last year. According to a household survey in March of 1982, the median income of all earners in the metropolitan area was about 2.5 million pesos per month, the rough equivalent of 235 U.S. dollars at the time. Some 15 percent of the labor force earned less than $100 and 5 percent more than $750 per month. The percentage of families whose incomes are considered insufficient to provide for their basic needs varies from 2.1 percent in the Federal Capital and 2.3 percent in Vicente Lopez to slightly over 5 percent in Almirante Brown, Esteban Echeverria, Florencio Varela, General Sarmiento, Merlo, and Moreno. If other dimensions of the quality of life, such as housing and education, are taken into account, the percentage of households with substandard living conditions increases to 7.4 percent in the Federal Capital and to more than 25 percent in Almirante Brown, Berazategui, Esteban Echeverria, Florencio Varela, General Sarmiento, Merlo, Moreno, and Tigre.

SOURCES OF INFORMATION

Argentina's census has a separate volume on the Federal Capital and eight on the other partidos of Greater Buenos Aires, apart from several tables in the national census volumes that have been broken down to the metropolitan level. These contain extensive information on some items, such as household composition, housing, and education, but none on others, like religion, incomes, and possession of certain household articles. Information on some of these items can be obtained from other sources, such as the Permanent Household Survey, which is held three times per year. The most recently published survey was held in April of 1982 and contains tables on labor force participation, employment, education, and incomes. Income statistics are also provided by *Distribucion del Ingreso Urbano en la Argentina*, although the usual caution should be taken in their interpretation.

Another study, "La Pobreza en la Argentina," based on unpublished census materials, makes a detailed geographical analysis of the extent of poverty and substandard housing and education in Argentina, including Greater Buenos Aires. All of these Spanish-language publications, as well as the *Statistical Yearbook of the Republic of Argentina*, can be obtained through the Instituto Nacional de Estadistica y Censos (INDEC), Calle Hipolito Yrigoyen 250, piso 12, Buenos Aires.

In English, there are the State Department's *Background Notes on Argentina*, published in May of 1980, and the *Overseas Business Report* of September of 1981. General demographic information on Argentina can be found in *International Demographics'* feature article on that country, published in May of 1984 (vol. 3, no. 5). •

—*Ralph Hakkert*

Acknowledgement: My thanks to Fernando Brunstein and Nora Clichevsky, who provided background information and source materials.

FEATURE

CREATING CONSUMER MARKETS IN THE RURAL THIRD WORLD

Editor's Note: Jane K. Boorstein is a regular contributor to International Demographics, *usually from the United Nations. This spring she visited a rural village in the Philippines to learn more about the work of the International Institute of Rural Reconstruction (IIRR). The institute is a 60-year-old research and educational training institution, incorporated in the United States and headquartered in Silang, Cavite, the Philippines. There are affiliate rural reconstruction movements in Colombia, Guatemala, Thailand, Ghana, and India. Here is her report.*

Unlike the countryside of Western nations, the rural areas of the Third World — home to half the world's population — are not good markets for consumer goods.

Growth in consumer markets requires growth in discretionary income. According to IIRR, that is difficult to achieve where the labor force is illiterate, in poor health, without money, and only marginally civic-minded. No one of these social ills is the central problem. Market growth requires that all of them be attacked in parallel to achieve lasting effects. Why this is so and how these markets can be improved became clear to me when I visited Kanutuhan in the Philippines with two facilitators from IIRR.

The vegetable-farming village of Kanutuhan can be reached only by jeep or on foot. Houses have thatched palm roofs. Beds are bamboo slats softened by palm mats. Water is carried in jugs from distant wells.

Adhering to the theory of working *with* rather than *for* people, the institute's facilitators in Kanutuhan (as in 80 other locales where they work) first take time to get to know the people, learn the dynamics of the community, and identify issues of local concern. Then through discussion, the facilitators help the people understand the causes and interrelationships of their problems.

A common problem is debt. Every year a trader offers the villagers a loan on the condition that they sell him everything they raise at a price he specifies. The facilitators help the farmers understand that success is possible through joint efforts. Villagers learn how to sum their individual financial needs, take a collective loan from the institute, and repay it over time. This frees them from obligation to the trader and allows them to negotiate and sell their produce in a competitive market. The farmers in

continued

Editor's Note: The U.S. Census Bureau has exhausted its supply of "International Trends and Perspectives: Aging" mentioned in the September issue of *International Demographics.* Circulation copies may be available at Federal Deposit Libraries.

Kanutuhan accepted what was for them a substantial loan — $2,500 — yet repaid it in full within 18 months.

Any project the institute assists must be simple, economical, practical, and adaptable to other areas. The loan made to the farmers of Kanutuhan is a prime example. With the excess money they generated, the farmers made loans to the women's groups in the community, enriching the entire community and making it more self-sufficient.

The women worried about two problems: disease and periodic food and money shortages. Using a picture chart divided into months, institute workers helped the women see that they were ill during the same months every year and that these times were also months of little food and money. Months just prior to harvest meant little to eat from the farms and little income for food purchases in local markets.

IIRR helped the women realize that if they accepted a loan from the farmers, they could set up a village cooperative to buy the most-needed medicines and supplies in bulk. This helped not only to overcome illness but to stretch available funds further. Buying in bulk saved enough money to create a community loan fund for individuals in emergency situations.

IIRR attacks illiteracy by teaching practical skills related to everyday work. For example, a woman at the village cooperative meticulously recording sales of two aspirin, one chocolate, and two cigarettes in her ledger had learned to write to do her job despite the fact that she had completed only one grade of school. In between each woman's turn at the store, an accountant — a fourth-grade dropout — monitors the ledger. A woman who completed only the third grade can use charts to explain the reasons for eating a balanced diet and ways to detect simple illnesses.

IIRR also helped the women become more self-sufficient in coping with disease. Since government health-care workers are scarce — one high school graduate worker to 5,000 people — the women were taught through seminars to distinguish between health problems they could handle themselves and ones that needed to be referred. They also learned that some modern medicines had a place alongside their traditional ones.

The difference between programs like the institute's and some traditional development programs became obvious during this on-site visit. Too often traditional programs offer piecemeal assistance with leaders who do not live in the villages. Well-funded programs may spur quick progress but have negative fallout because villagers never learn how all the pieces fit together.

For example, in Kanutuhan, as in many other Philippine communities, a few men were lured to Saudi Arabia for three-year jobs which paid high wages for little experience. While the money the men sent home bought cinder block rather than bamboo houses, televisions, and jeepneys, the men's extended absence from their families often caused irreparable social problems. Once the men returned home, they lacked an understanding of how to use their money carefully, as they had no feeling of integration between their work experience and their home environment.

Even though this IIRR project is carefully conceived, there is still room for improvement. The Kanutuhan villagers still perceive a need for a large supply of unpaid family labor. However, as health care improves and population grows, productivity that could produce discretionary income will be required to feed, clothe, and house the continuously growing population. At this point, it may be easier for villagers to accept the ways in which family planning can improve their lives.

In my brief stay, I saw that how well community members understand methods of achieving growth in health, education, jobs, and self-government relates directly to their success in raising their discretionary incomes. Growth in consumer markets in the rural Third World depends on this process. •

Jane K. Boorstein

More information about the work of IIRR is available from International Institute of Rural Reconstruction, 1775 Broadway, New York, NY 10019; telephone (212) 245-2680.

COMING UP

Paris: The city center is revitalizing as the metro area expands.

In Japan, young women are targets for the new light-alcohol drinks.

CORRECTION

The review of *Travel Industry World Yearbook* in the September issue incorrectly stated that the number of Americans traveling to the Soviet Union was in the millions. The statement should have read, "In 1979, 57,000 people traveled from the U.S. to Russia; in 1980, only 18,000 people made the trip; and by 1983, the number had risen to 50,000."

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